

UTILIZATION OF CARD + RECURRING PAYMENTS AMONG OUR TARGET

The vast majority of US merchants accept both credit and debit cards, with recurring payments the larger of the two payment storage arrangement options.



XX%

of merchants utilize recurring payment arrangements, and

XX%

utilize card-on-file arrangements.

UNDERSTANDING THE RECURRING PAYMENT EXPERIENCE

Merchants rely heavily on their storage payment arrangements as they report over XX% of their business, on average, comes through a stored method. In the past 2 years, dependence on these has grown, with both types of storage arrangements trending up.

XX%

Percent of business coming through a stored payment arrangement (recurring or card-on-file)



Percent of business coming through **recurring payments**

XX%

feel this has increased vs. 2 years ago



Percent of business coming through **card-on-file payments**

XX%

feel this has increased vs. 2 years ago

CUSTOMER OUTREACH

Due to the importance of these payment arrangement to their business, merchants will use multiple methods to contact customers to obtain their updated card information.

Merchants use a combination of methods to resolve issues when payments are declined.

XX%

send **automatic reminder**, and

XX%

manually reach out to customers to update their card information.

The preferred channel for customer contact is

Email (XX%),

though multiple channels are used including...

Phone (XX%)

Online Portal (XX%)

Mobile apps (XX%)