



Payment Trends 2016 Fact Sheet

Most Appealing Transaction Criteria

(% of shoppers who make purchasing decisions based on the below criteria)



73% Ability to choose from several payment options.



62% Ability to access and update personal information easily.



61% Capability of online store or payment gateway to remember payment details.



57% Ability to access and update communication preferences easily.



54% Ability to obtain an electronic copy of a receipt or an invoice.



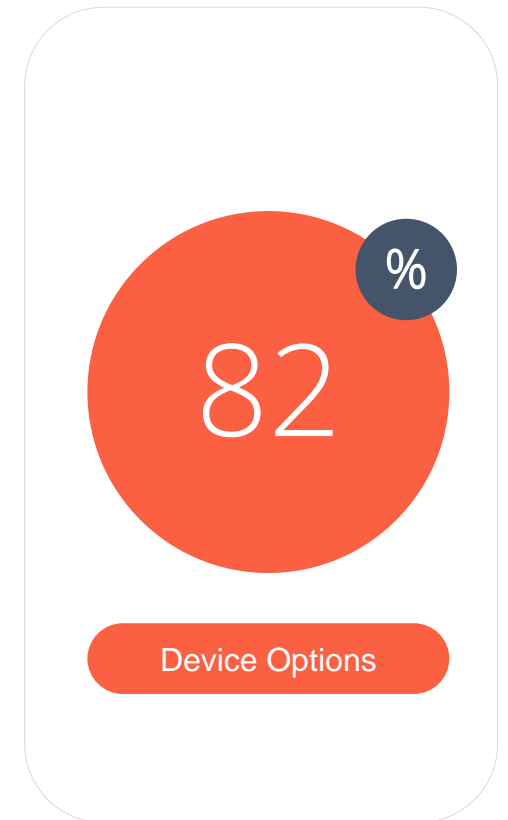
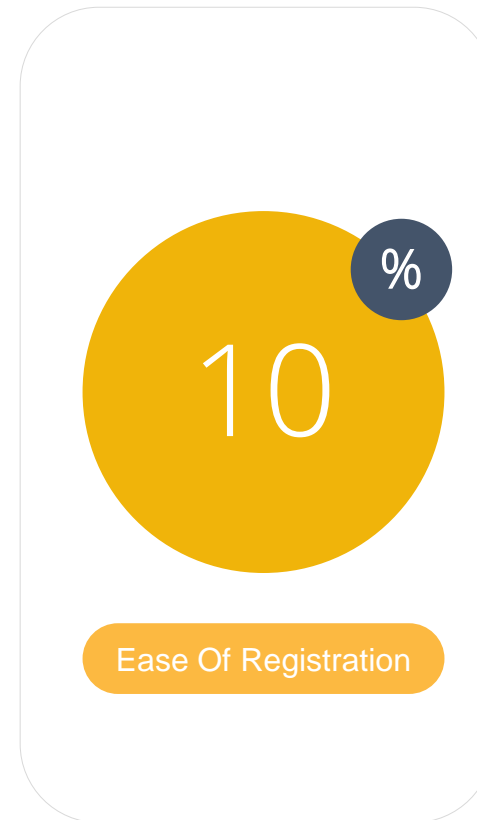
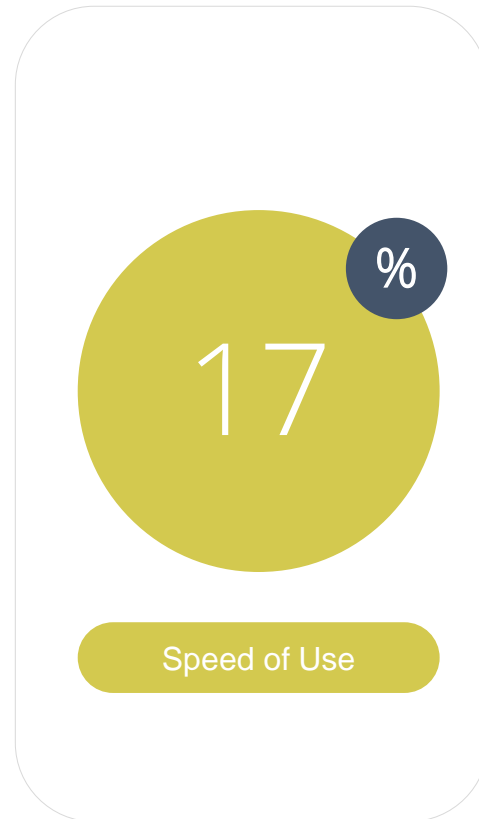
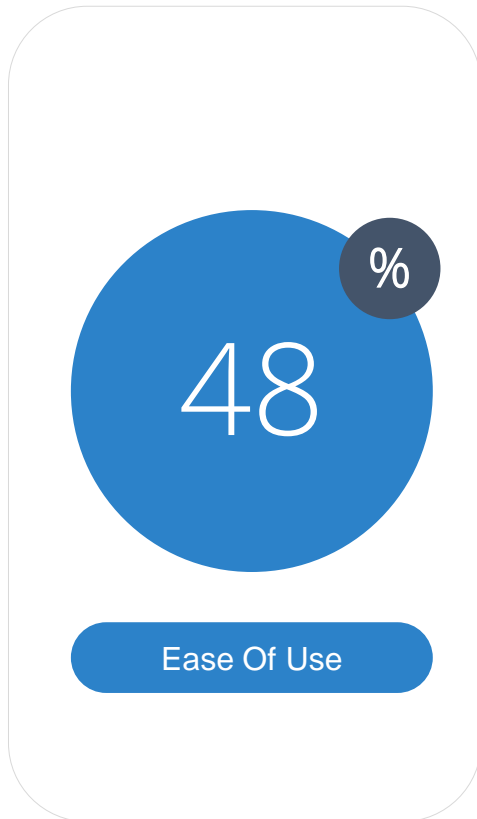
43% Ability to use a mobile application to pay for purchases in store

* Source: European Central Bank 2015

Most Relevant Payment Convenience Aspects

(% of shoppers who will make purchasing decisions based on the below criteria in the future)

* Source: European Central Bank 2015

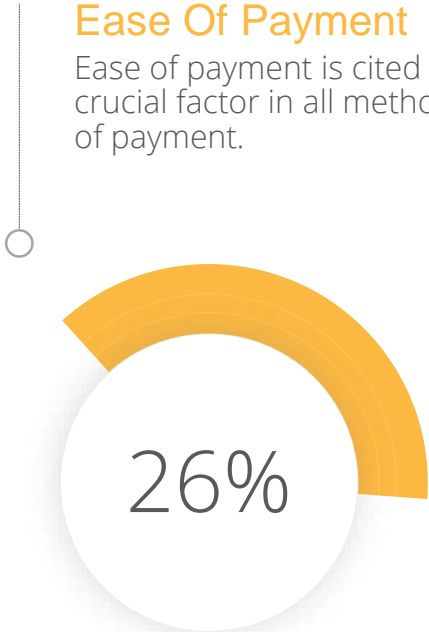


Most Relevant Aspects Of Payment Methods

(% of 25-44 demographic who are more open to new methods of payments)

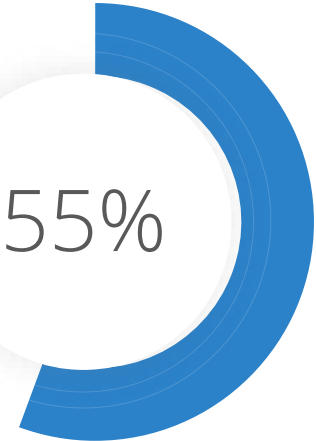
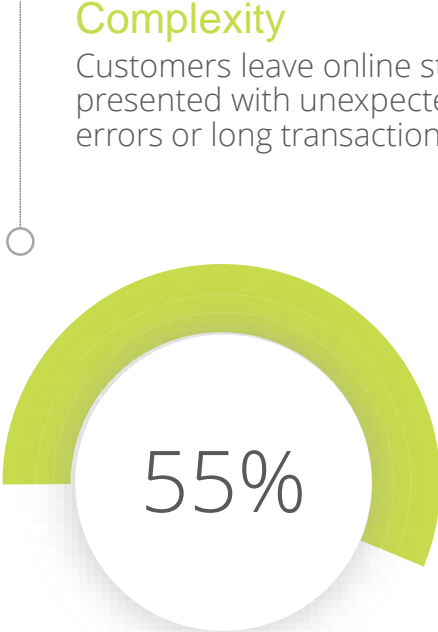
Ease Of Payment

Ease of payment is cited as a crucial factor in all methods of payment.



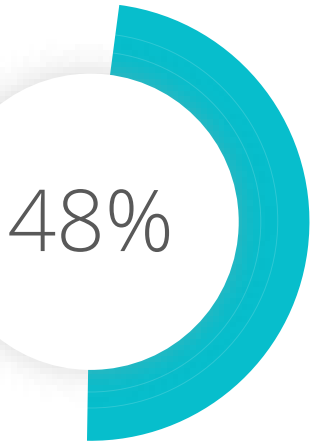
Complexity

Customers leave online store if presented with unexpected errors or long transaction times.



Security

Security of payment is also cited as a crucial factor in all methods of payment.



Experience

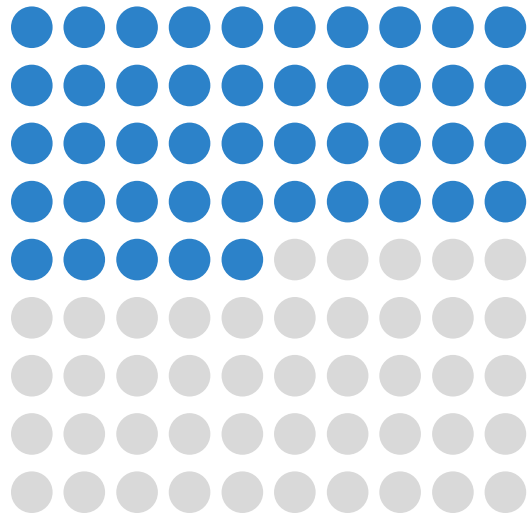
When faced with unexpected errors or long transaction times, complete the purchase elsewhere.

* Source: Total Payments 2014

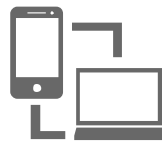
Confidence In Mobile Payment Technologies

(% of positive responses to new payment methods adoption)

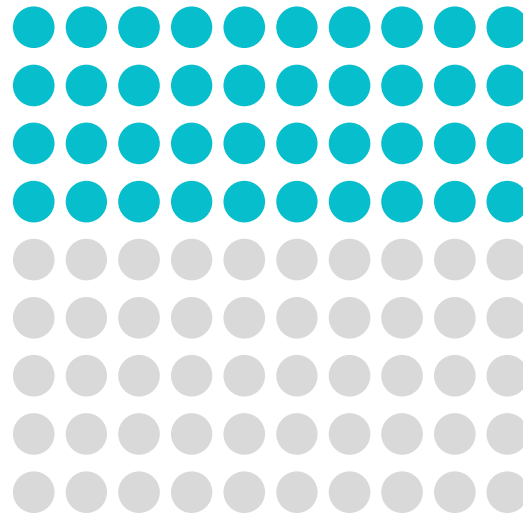
* Source: Veriphone 2014



53%



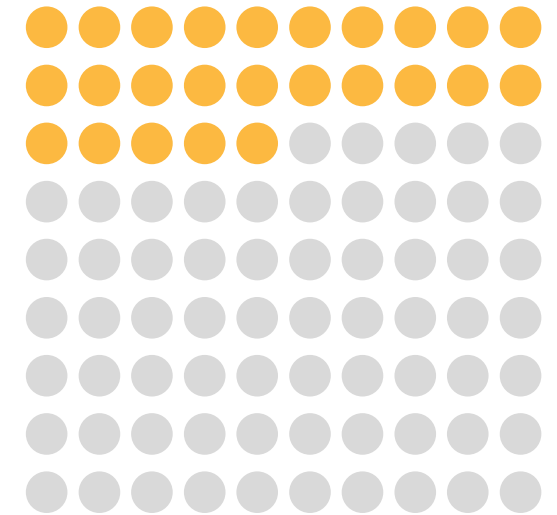
Consumers agree that mobile and online payments should be one of the payment choices.



50%



Consumers are unaware of or are not offered new or alternative forms of payment methods.



32%



Consumers are comfortable and most likely to make a large purchase with a mobile device.

Get Your Own Hassle Free **Payment Gateway**

Fully Integrated



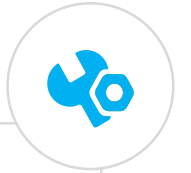
Shopping Cart.



Payment Button.



Instore POS.



Backed By EZIDebit



Real-time Reporting.



Secure Cloud Payments.



Over 16,000 happy businesses.



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