



Mastercard® Click to Pay Case Study:

cinépolis

GLOBAL
APRIL 2023



¿Ya tienes tu **combo**
de palomitas y refresco?

Crea tu perfil con **Click to Pay**
y **Mastercard®** al pagar
tus próximos boletos en el sitio
o la app de **Cinépolis**

Cuando tu mundo hace clic.
Eso es **Priceless™**



Conoce más en cinépolis.com.
Válido hasta agotar existencias.

cinépolis



Context and Challenge

Revolutionizing online guest checkout

- The acceleration of the global digital economy cannot be ignored, and the dynamic nature of retail means that merchants must be one step ahead of their customers.
- To secure their bottom line, businesses must meet the rising expectations of discerning consumers for convenience, security and ease of online payments.
- Cinépolis, one of the largest cinema groups in Latin America, understands this challenge and introduced a revolutionary guest checkout solution for their customers. By enabling Click to Pay, Cinépolis was able to offer their customers a quick, intuitive checkout experience.



Approach & Solution

Exceptional customer experience leading to incremental sales

- Cinépolis launched Click to Pay with an incentive offer aimed at driving enrollment and repeat usage. This promotion was further supported by a marketing campaign to raise awareness and educate consumers in the local market.
- Within weeks, Cinépolis converted 16%² of their Mastercard customers' manual Primary Account Number (PAN) entry transactions to Click to Pay reinforcing the speed and ease for their customers buying tickets.
- Out of the total number of customers who chose to pay with Click to Pay, 95%¹ of them chose to save their card for subsequent purchases. In a little over a month, Cinépolis saw over 50%¹ of their Click to Pay customers use the solution again, underlining the benefits and simplicity of using Click to Pay. In partnership with [Spreedly](#), a Payment Service Provider, Click to Pay was embedded in the checkout journey, with Cinépolis seeing a 6%² uplift in successful transactions.
- Cinépolis' experience demonstrates that merchants can increase successful transactions as consumers adopt Click to Pay as an easy and convenient means of guest checkout.

Results

Usage

16%

of Cinépolis Mastercard customers were converted to Click to Pay²

Engagement

95%

chose to save their card for subsequent purchases¹

Repeat Usage

50%+

used the solution again¹

Conversion

6%

uplift in successful transactions²

"Thank you Mastercard for allowing us to be the cornerstone of the Click to Pay launch in Mexico. Click to Pay's fast, easy payments have led to an uplift in both successful transactions and customer excitement." *Manuel Mier Y Concha - Commercial Director Cinépolis Media*





How it Works

Putting ease and convenience first

- Consumers find it simple and convenient to buy tickets using Click to Pay, making it even easier to watch exciting new movies with Cinépolis!
- Click to Pay removes the need for PAN entry so Cinépolis' customers don't need to re-enter their card details.
- Instead, they get a consistent checkout experience across devices, operating systems and retailers without having to enter their information when they want to buy tickets.



About Click to Pay

- Click to Pay is a fast, convenient and secure solution, embedded directly into a merchant's current online checkout flow. It offers consumers a simple, secure checkout experience, with instant cross-device access to their preferred cards.
- Designed to boost conversions, Mastercard Click to Pay offers the latest security and is available as a single integration across major card networks.
- Click to Pay has acceptance in over 25 markets worldwide – we have commercially live merchants actively offering Click to Pay to consumers in these markets: the United States, Canada, United Kingdom, Czech Republic, Spain, New Zealand, Australia, Singapore, Hong Kong, Malaysia, United Arab Emirates, Qatar, Kuwait, Saudi Arabia and Mexico.
- We have technically enabled the implementation of Click to Pay in additional markets including the Netherlands, Switzerland, Belgium, Argentina, Columbia and South Africa.



Watch Cinépolis demo

