

5 WINNING ACCEPTANCE STRATEGIES

An increase in global e-commerce and digital payment options can cause complexity with your acceptance rates. Learn how to optimize payments and revenue by improving your acceptance rate with these five winning strategies.



1

Streamline your checkout



Your checkout design plays a big role in getting consumers through the purchase process. Some considerations include:

- Mobile UX friendly design
- Include necessary fields for EMV 3DS approval
- Allow card tokenization



Global cashless payment volumes are expected to increase by more than 80% from 2020 to 2025.

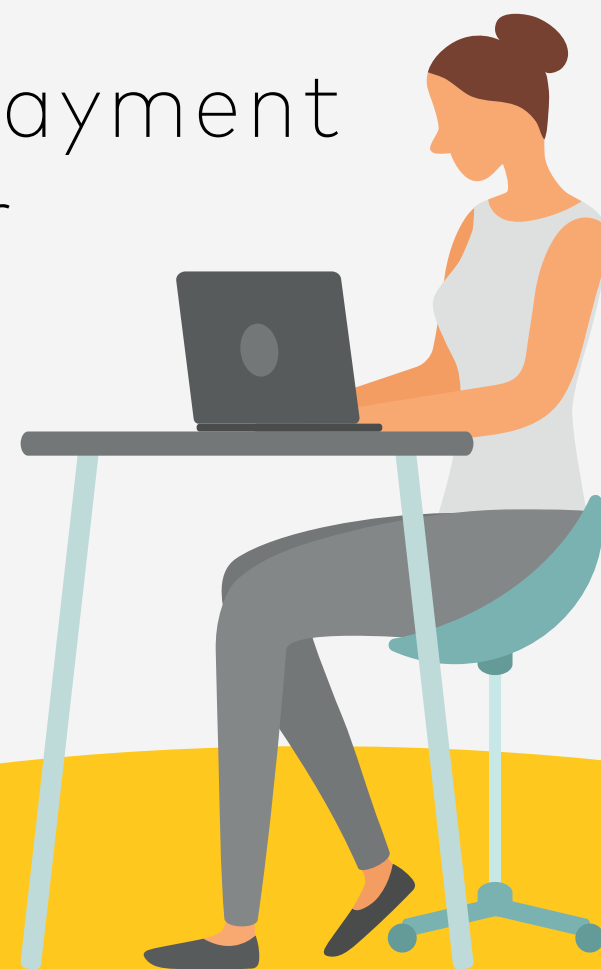
2 Win globally, think local



International cards, digital and alternative payments as well as domestic cards are essential to checkout success.

Don't discredit local consumer payment preferences as they can make or break your business expansion plans.

For many regions, adding a domestic card network to your international payment method portfolio is crucial to meet local payment needs.



3 Partner with domestic acquirers



Cross-border commerce continues to rise. While there are a lot of opportunities, cross-border commerce also comes with challenges.

Individual integrations with local acquirers in different countries can take months to go live.

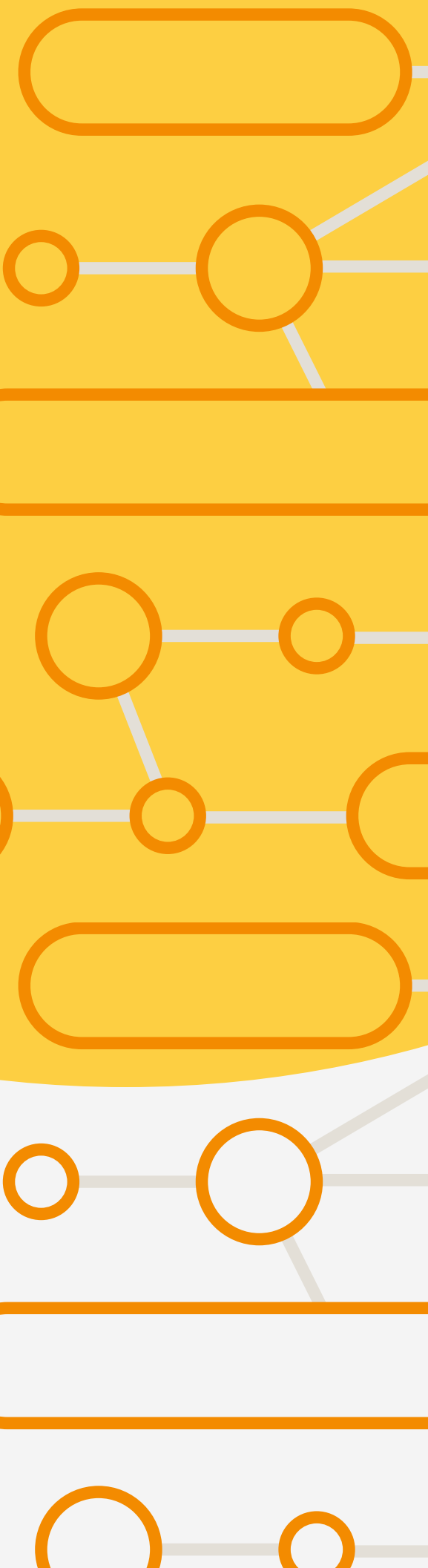
Partnering with a global gateway as a single point of integration, you can reduce costs and complexity while also offering consumers the local payment options they may be used to.



4 Analyze, optimize your data

Business data can optimize general performance as well as serve for a source of truth on consumer decisioning and retention

As banking customers and merchants seek to optimize their acceptance rates, they should turn to sources they already own such as payment data to identify trends and patterns to better inform sales strategies and unlock their potential business growth.



5 Choose a flexible growth partner



A partnership is more than one size fits all; it should adjust to your needs, goals and evolve with consumer trends.

Reach out to learn more about how Mastercard Gateway can help your business expand and build upon traditional payment services.