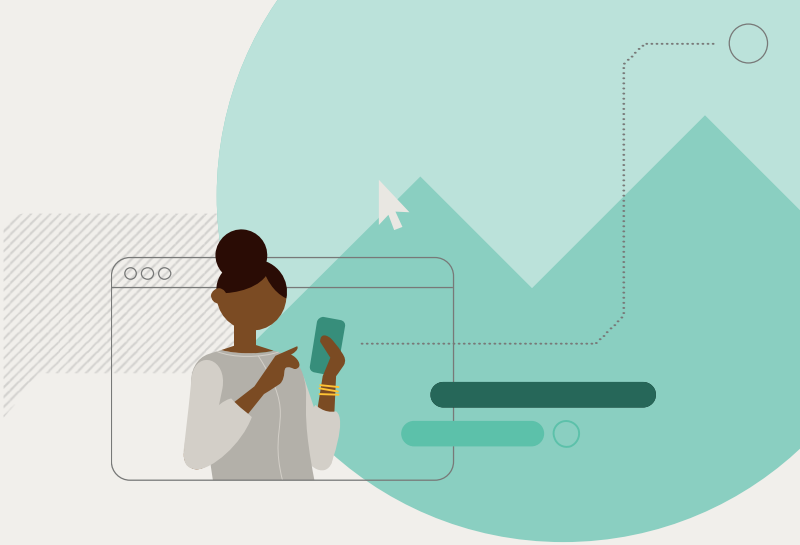
payment gateway services



Accelerating innovation from within: Why it's critical now



The payment landscape is growing at an unprecedented scale however, economic challenges are making some companies hesitant on accelerating their innovation programs. Yet, investing in innovation, even in difficult climates is proven to accelerate business growth.



In 2020 Mastercard launched an internal always on innovation program, the Sandbox Challenge to spearhead virtual ideation.



Our Mastercard Payment Gateway Services sponsored the Sandbox program, ‘Re-Imagining the Next-Generation Shopping Experiences’ to examine how we can improve the omnichannel shopping journey for customers.



Our challenge:
How can Mastercard improve current market loyalty offerings, reaching beyond the traditional point of sale interactions.



Key Challenger highlight:

"Retailers and eCommerce platforms need one solution that connects all customer touchpoints. My submission describes an end-to-end loyalty service connecting all shopper interactions to their digital ID."

Magdalena Targosz
Director, Mastercard Payment Gateway Services

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