



MasterCard

MOBILE POS Quick Facts

MasterCard recognizes there is a great demand for information regarding Mobile POS transactions. This is the first in a series of 'Quick Facts' released by MasterCard, highlighting interesting findings as reported by solution providers registered in the Mobile POS program.*

Top Merchant Categories



Insurance Sales



Doctors



Taxi



Health & Beauty



Charity & Social Organizations

Beauty salons, charity organizations, and healthcare practitioners are among the top users of Mobile POS solutions globally.

Insurance salespersons and taxis are attracted to Mobile POS because the flexibility and portability of Mobile POS is valuable to them, making them common users of Mobile POS solutions.

Average Transaction Value (ATV)



It is a common misconception that Mobile POS is geared towards small merchants and low value transactions, when in fact ATV for Mobile POS is often comparable with that of traditional POS.

For one solution provider, the ATV increased by 100% in one year once merchants and cardholders familiarized themselves with Mobile POS technology.

Average Number of Transactions (per merchant per month)



Max: 100

Min: 2

The figures show that the simple and flexible pricing model often associated with Mobile POS makes it equally appealing to both merchants with high transaction volume and those with infrequent but high value transactions.

*All data shown as reported by Mobile POS solution providers, surveyed in June 2014