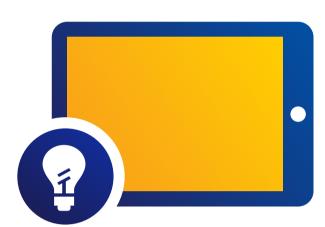
How digital payments influence brand perception

Digital payments are becoming ubiquitous, making purchases simple and convenient across online and mobile channels. A recent Visa study showed that when issuers offer a digital solution, it helps them appear more innovative in the eyes of cardholders. Want to amplify your digital leadership? Let online and mobile payments lead the way.

Digital payments can affect brand perception because they....

Make issuer brands appear more innovative with a digital presence



83%

of consumers agreed issuers offered innovative solutions after seeing the brand featured on Visa Checkout, a 7% climb in brand perception.³

Help make issuers a brand of convenience

57%



of consumers see themselves using biometrics to pay in the next three years.⁵

Allow issuer brands to help cross-sell other products

38%



of consumers surveyed were more likely to find out about an issuer's other products and services after discovering the brand on Visa Checkout.²

Enable issuer brands to be associated with user-friendly experiences



43%

of consumers associate Visa Checkout with ease of use and a faster checkout experience.⁴

Empower your cardholders with an easier way to pay online.

