



## UNDERSTANDING THE CONSUMER PAYMENTS LANDSCAPE IN EUROPE

### THE CHALLENGE

- A global payments enabler wanted to get an understanding of consumers' personal predisposition (lifestyle & attitudes) to payments as well unlock opportunities to become the preferred choice at every payment moment of truth

## BRANDSCAPES APPROACH

- Real-time smartphone capture of transactions using MOBITRAK™ yielded rich insights across 12,000+ purchase occasions:
- While cash offered conversion prospects within microtransactions, the real value opportunity for cards emerged within large ticket, standing instructions with bank accounts
- Payment wallets and Fintech offerings emerged as viable threats especially among the youth segments that were more tech-savvy and open to experimenting with payment modes.

## MARKETING ACTIONS

- Conversion and growth opportunities in terms of frequency vs. transaction size, benefits and rewards, to drive card usage
- Product development opportunities across merchants, new technology, cross border usage etc.
- Development of merchant level strategy to drive acceptance and usage of cards at establishments
- Sharpened targeting by analyzing customer segment behavior with regards to payment modes used across categories and occasions
- Early line of sight of possible vulnerabilities against card aggregators, fin-tech's and payment wallets

## OUTCOME

- Provided the client a 'holistic' perspective of the emerging payments landscape and a multi-lens view of opportunities for partner banks to strategically reorient their offering towards driving recruitment, gaining market share and maintaining brand momentum