

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.¹ 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.



VISA Checkout

¹⁻⁴ Millward Brown Visa Checkout Issuer Branded Impact Study, July 2016, commissioned by Visa. Based on data from an online survey of 700 U.S. consumers and five issuers

⁵ Visa Contactless Awareness and Usage Study, May 2016, commissioned by Visa. Based on data from an online survey of 300 U.S. consumers