



Merchant Engagement & the Monetization of Payment Services

— *The Future is Embedded!*



Over the past 75 years, payment service providers (PSPs) created a powerful and secure global infrastructure that has enabled hundreds of trillions of seamless in-person transactions. During that time, PSPs generated billions of dollars in revenue through interchange fees, service fees, and other charges. The entire customer-to-business payment journey has undergone a massive transformation, including the smart Payment & POS systems in use by merchants big and small. This infrastructure can both handle new forms of payment and be leveraged for other innovative advancements that PSPs can — and must — leverage for continued growth and efficient scalability.

Optimize the Merchant Experience with Embedded Engagement



Digital Unboxing

The most successful PSPs are now utilizing automated, graphical workflows to guide merchants through device, app, and account set-up to accelerate activation and reduce in-person and over-the-phone training costs.



Actionable Surveys

Easily collect feedback from merchants and quickly respond to trends and issues from the “front lines”. Merchant surveys are a great way to measure merchant satisfaction, capture referrals, and reduce merchant attrition.



Digitized Workflows

Delivered in real time via scheduled campaigns and available on a self-serve basis, digitized workflows are proven to optimize call center performance and reduce customer care costs by up to 75%.





Guided Compliance

Keep merchants up-to-date with the latest KYC/AML, PCI, governmental, and card brand guidelines. With streamlined guided compliance content, you'll drive awareness and guide merchants through completion.






Accelerate Sales of Value-Added Solutions

PSPs make huge investments to enhance core payment offerings to meet the ever-evolving needs of merchants and consumers. However, driving adoption among small and medium-sized businesses (SMBs) is a major challenge. Smart devices present graphical workflows to drive awareness and guide merchants to tailored offerings with clear ROI.

-  Gift Cards, Loyalty Programs & Marketing Services
-  Industry-Specific POS Solutions
-  Embedded Lending & Working Capital
-  Alternate Payments & Buy-Now-Pay-Later Solutions
-  Mobile Wallets & Contactless Payments

Power a New Embedded Media Channel

PSPs must expand their portfolios and revenue streams to remain successful. Embedded media channels aren't just for seamless transaction services — they're a smart, secure, ecosystem that the leading PSPs leverage to add and accelerate multiple revenue streams. **Benefits of Embedded Media Channels:**

-  A powerful ad network for your business
-  Help third-party partners reach SMBs
-  Drive more sales while generating resell revenue
-  Seamlessly enable omnichannel buying journeys
-  Generate more critical data than ever before

Discover How D2M Can Help Transform Your Business and Maximize Revenue

