

## YOUR CUSTOMERS' WALLETS ARE GOING DIGITAL: MAKE SURE YOU'RE READY

Your customers are using mobile wallets to pay for goods and services. Mobile wallets keep payment cards, bank accounts and loyalty program information at your customers' fingertips. Overall, 54% of consumers report using a mobile wallet to make purchases, use coupons and store tickets<sup>1</sup>. In fact, only 20% of U.S. monthly spending is cash-based<sup>2</sup>.



### MOBILE WALLETS BUILD CUSTOMER LOYALTY AND REPEAT BUSINESS:

#### FAST AND SIMPLE

- Mobile wallets store payment cards, bank accounts and loyalty program information securely in one place.
- With a simple tap or scan of their mobile device, customers can complete a purchase in seconds.
- Talk to your processor about accepting mobile wallet payments via a contactless reader. Some common mobile wallet apps are Samsung Pay, Apple Pay and LevelUp.

#### ATTRACTING NEW CUSTOMERS

- Accepting payments via mobile wallet lets you serve more customers more quickly during peak times.
- Send tailored digital coupons and offers, reminders and even alerts when potential customers are nearby.
- “Geofencing” allows you to send coupons or promotions to potential customers with push notifications—one recent study found that 63% of consumers said they are more likely to go into a store if they receive a coupon when they’re nearby.

Learn more about the latest in payment technology at  
[MasterYourCardUSA.org/small-business](http://MasterYourCardUSA.org/small-business).

<sup>1</sup>[www.urbanairship.com/company/press-releases/new-survey-finds-mobile-wallets-at-tipping-point-for-consumer-adoption](http://www.urbanairship.com/company/press-releases/new-survey-finds-mobile-wallets-at-tipping-point-for-consumer-adoption)

<sup>2</sup>[www.mobilepaymentstoday.com/news/consumers-eager-to-adopt-mobile-payments-survey-finds/](http://www.mobilepaymentstoday.com/news/consumers-eager-to-adopt-mobile-payments-survey-finds/)