

GOING THE DISTANCE FOR FINANCIAL INSTITUTIONS

THE LONG-TERM VALUE OF MERCHANT SERVICES

Helping you meet the expectations of your business customers, a fully optimized merchant services program can have a significant impact on your bottom line.

A merchant services program **increases** a customer's total lifetime revenue by **up to**

40%

MERCHANT SERVICES **INCREASES** YOUR BUSINESS

11%
increase in average monthly deposit balances

up to
13%
higher product adoption rates

10%
longer average length of relationship

REVENUE PER **SMB** CUSTOMER

\$12K
Average annual bank revenue for non-merchant services

17%
Percentage of SMB customer revenue from merchant services

\$1K **\$2K**
Additional annual bank revenue from merchant services

YES, THE DOLLARS DO ADD UP

\$12K **\$24K**
lifetime merchant services revenue

\$10K
lifetime additional product revenue

Up to
\$15K
revenue from one additional year

SETTING THE PACE FOR **ENDURING** SUCCESS

The right merchant services program can help your financial institution put its best foot forward toward stronger, more profitable business customer relationships – now and into the future.



\$36K-\$49K
additional revenue
per customer from merchant services offerings