



# Shared success from search to sale

Unlock new value for consumers, retailers, brands  
and banks before, during and after checkout



Shared success starts at checkout

# Contents

## Where has all the value gone?

Wherever money moves, value should follow. In the payments ecosystem that powers the shopping experience, there's pressure on every purchase to reward the consumer, the brand, the retailer and the issuing financial institution.

But in the clamor for value, it can be a struggle to get your share.

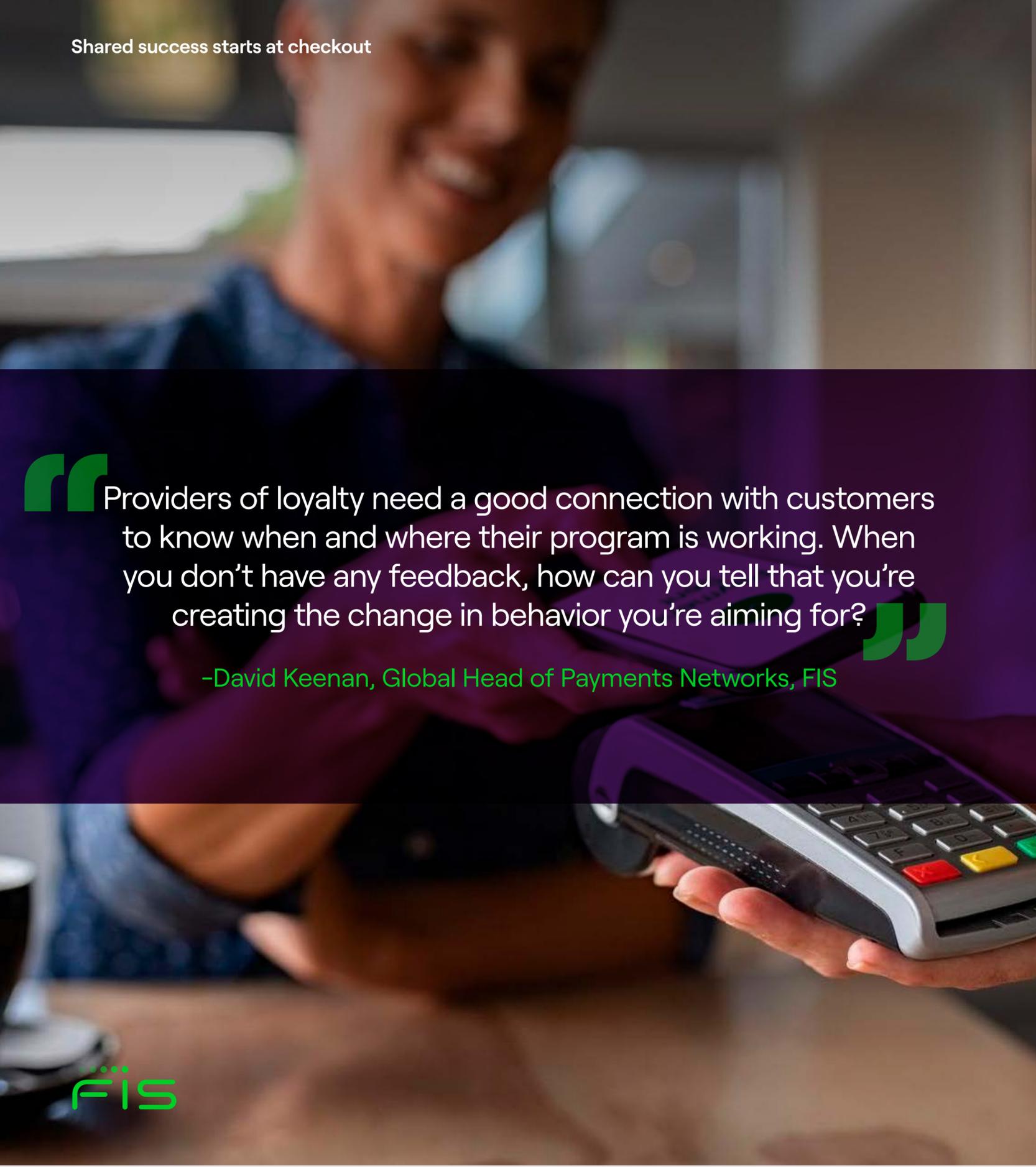
For consumers, value means meeting their personal needs and getting the most for their money with the least friction possible. For brands and retailers, repeat sales is the reward, and loyalty the gift that keeps on giving. And for issuers, loyalty is just as critical, as every rewarded and successful payment encourages greater card usage.

With loyalty programs commanding major investment, a lot of time, money and effort goes into delivering value to these four key payment stakeholders. However, in traditional payments, some value is left behind because item-level visibility is missing.

**As value goes missing in action, everyone's left feeling shortchanged.**

Friction in payment processing costs organizations an average of **\$4.9 million** a year, with **51%** identifying money movement as the greatest source of friction

Source: FIS, The Harmony Gap: Finding the Financial Upside in Uncertainty (with Oxford Economics), 2025



“Providers of loyalty need a good connection with customers to know when and where their program is working. When you don't have any feedback, how can you tell that you're creating the change in behavior you're aiming for?”

-David Keenan, Global Head of Payments Networks, FIS

## It's time for joined-up thinking about payments

Over time, digital payment methods have become more and more adept at moving money quickly and seamlessly from buyers to sellers via banks. But a fair exchange of value across the payments ecosystem requires more than speed – there must also be actionable insight into consumers' preferences.

Until now, though, item-level visibility into the individual preferences of shoppers has been unattainable – leaving no direct route to an optimal search, shopping and payment experience.

To get loyalty programs working at the peak of their powers, a dynamic, real-time connection between consumers, retailers, brands and issuers is needed.

**Only then can value flow as reliably and efficiently as money – with orchestrated offers and payments across all four corners of the ecosystem.**

## The future of commerce starts with faster, deeper data

In hot pursuit of value, participants in the payments ecosystem of the future must work harder than ever. Buyers want personalized promotions and rewards that suit their lifestyles and integrate effortlessly with their daily lives. Sellers want more sales at less cost. Banks want to process more transactions efficiently.

The missing piece of the jigsaw is real-time, item-level visibility. To meet buyers' needs head-on, sellers and banks require real-time, actionable insight – not just on where consumers buy, but also what they buy, and when they buy it.

To date, however, purchase transaction data has shared only basic information about where and when consumers have made their purchases. There's been no insight into the precise contents of their shopping basket.

Real-time, item-level intelligence enables buyers and sellers to optimize the value of each purchase choice. It also brings financial institutions closer to their customers – with orchestrated offers and payments that drive measurable lift.

**Are you ready to extract the data you need to boost loyalty, revenue and growth?**

“The tools that were in place yesterday for providing loyalty are becoming obsolete. When a customer goes into a store and buys three items, they’ve actually made four choices – the three items they’ve bought as well as the place they’ve chosen to buy them.

Visibility of all four choices means being able to tailor your loyalty program and rejuvenate loyalty all the way across the payments ecosystem.”

-David Keenan, Global Head of Payments Networks, FIS

# Smart Basket

Redefining the search and shopping experience



## Technology already holds the answers

The future of payments is closer than you think. The technology already exists to reimagine – and deepen – the connection between consumers, retailers, brands and banks. It just needs to be knit together.

Now, FIS is doing just that. By integrating its proven capabilities across smart transaction routing, real-time loyalty and item-level intelligence, FIS is developing **FIS® Smart Basket** – a modular, funder-agnostic search and shopping solution that uses real-time basket intelligence to drive new value for both consumers and businesses at the point of sale.

Smart Basket aims to reshape the future of commerce with intelligence. It brings together offers, payments and loyalty in a single infrastructure for merchants, brands and banks. It makes it easier to process payments, analyze transactions and deliver targeted promotions – all with receipt-backed proof of performance. And it will bring greater value and convenience to consumers, increasing loyalty to businesses across the ecosystem.

**With this unique blend of proven payment technologies, we're not reinventing the wheel – but we are helping redefine the search and shopping experience.**

“Ride-hailing services are a wonderful example of how change can happen with existing technology, because all of the components were there. There didn't need to be a new type of taxi to make it happen.

The same goes with Smart Basket – all of the elements are uniquely present for FIS today, as a network provider and fintech leader, to bring together. It's evolutionary, and revolutionary.”

-David Keenan, Global Head of Payments Networks, FIS

## Smart Basket will connect payment stakeholders to share value

Through Smart Basket, participants in the search and shopping experience get the opportunity to unlock value from each part of the purchase – what’s being bought, as well as when and where.

A real-time, item-level adjudication engine will help analyze an individual’s shopping behavior and stack offers from multiple sources to apply optimal rewards and payment methods at checkout. And in a trusted environment for enhanced transactions, customers can reward those sellers and agents who create the best return on their choices.

Ultimately, use of integrated basket intelligence adds a new dimension to the traditional payments ecosystem. By delivering unprecedented insight into consumer preferences, it enables highly personalized, orchestrated offers and loyalty campaigns that make the smartest use of promotional budgets.

**Together, let’s bring more value to buyers, sellers and brands, wherever money flows.**

## How basket intelligence unlocks value

Smart Basket proposes an infrastructure where every SKU carries its own value – funded by the brand, surfaced by the merchant, delivered by the issuer, and experienced by the consumer.

### Example #1



A financial institution offers an integrated debit card and loyalty solution.



Which rewards consumers with specific items that they shop for regularly rather than a generic coupon.



At the checkout, those items are automatically paid for with loyalty points, and the rest of the basket with the debit card.

### Example #2



A brand rewards a consumer for loyalty by automatically taking a dollar off one of its products at the checkout.



The discount is embedded in the purchase transaction.



The consumer doesn't need to present a coupon.

## The consumer experience, transformed

Consumers can expect a completely frictionless payment experience from sellers participating in the Smart Basket ecosystem.

1

Shoppers simply pay with the card that's already in their pocket

2

Eligible savings from offers and rewards are applied automatically at checkout

3

The entire process runs seamlessly in the background of the normal authorization process

## With Smart Basket ... Consumers will find shopping more rewarding and convenient

In the sophisticated payments ecosystem that Smart Basket is designed to provide, there are endless possibilities for improving the consumer experience.

Integrated basket intelligence will enable consumers to instantly enjoy personalized reward savings at checkout and automatically select the best payment method for each item. In addition to traditional debit, credit and prepaid cards, we're planning for Smart Basket to accept flexible healthcare spending accounts as payment methods.

**The resulting streamlined process for payments will help remove the hassle of physical coupons and manual choices, making the shopping experience quicker and more satisfying all around.**

## With Smart Basket ... Retailers and brands will be able to increase insight and sales

The holy grail of targeted marketing is being able to keep up with your customers' constantly changing needs. That's where Smart Basket's planned real-time, item-level view of consumer purchases comes into its own.

Thanks to the superior intelligence-gathering capabilities we're designing, Smart Basket will help retailers and brands gain deeper insights into shopping behavior and the effectiveness of their marketing and loyalty strategies with transparent, receipt-backed reporting to prove ROI. This way, they can continually refine future loyalty campaigns and better manage inventory.

With the ability for consumers to apply multiple payment types for different items in a single transaction, the solution is being designed to provide a buyer-friendly checkout experience that helps drive sales. Plus, automated offer orchestration will improve efficiency and cut the cost of acceptance for payments.

**And the ultimate reward for sellers? Higher lifetime customer value, earned by experiences that keep shoppers coming back for more.**



“ There’s a buyer, a seller, a brand, and a card issuer – all four want a successful outcome. Providing a single platform for these participants and rewarding specifically for behaviors is the way of the future.

Letting participants all be a part of loyalty down to the individual item choice is a gamechanger, too, and will help rebalance the economics of loyalty programs. It builds on a foundation of trust and a desire to get the most for your money.”

-David Keenan, Global Head of Payments Networks, FIS

More than **70%** of financial services providers have improved customer engagement as a result of increased investment in financial technology.

Source: FIS, The Harmony Gap: Finding the Financial Upside in Uncertainty (with Oxford Economics), 2025

## With Smart Basket ... Financial institutions will be better placed to drive loyalty and engagement

Like retailers and brands, card-issuing financial institutions need as much real-time intelligence on their customers as they can get, so they can craft bespoke, best-in-class loyalty programs that make their services a magnet for shoppers.

Smart Basket will enable banks and credit unions to boost engagement and differentiation in this way, but without overhauling their infrastructure.

With support for real-time reward redemption and bespoke debit and credit programs, we're designing the solution to deliver future-ready loyalty across multiple funding sources – including real-time payments, stablecoin and three- or four-party network solutions.

Ultimately, this will help issuers elevate and unify the shopping and checkout experience for their customers, differentiate their card and loyalty programs and keep their brands top of wallet.

**What better way to deepen customer relationships, strengthen loyalty and increase card spending?**

## Unlock ultimate value for your business with FIS Smart Basket

Discover how FIS can help you harness basket intelligence and optimize your payments strategy. Contact us to modernize and connect your payment operations to move more money in your direction and unlock new growth.

## FIS Smart Basket

Make checkout **your** strategic advantage



Unlock **instant and intelligent** checkout for all



### Savings made simple

- ✓ Right offer
- ✓ Right consumer
- ✓ Right moment
- ✓ Right value



### Real-time, item-level incentives

- ✓ Seamless customer experiences
- ✓ Bigger baskets
- ✓ Measurable ROI
- ✓ Minimal integration

# Money at rest. Money in motion. Money at work.™

FIS payment solutions provide seamless digital experiences and drive value.

Our **technology** powers the global economy across the money lifecycle.



Money  
at rest

Unlock seamless integration and human-centric digital experiences while ensuring efficiency, stability, and compliance as your business grows.



Money  
in motion

Unlock liquidity and flow of funds by synchronizing transactions, payment systems, and financial networks without compromising speed or security.



Money  
at work

Unlock a cohesive financial ecosystem and insights for strategic decisions to expand operations while optimizing performance.

## About FIS

FIS is a financial technology company providing solutions to financial institutions, businesses and developers. We unlock financial technology that underpins the world's financial system. Our people are dedicated to advancing the way the world pays, banks and invests, by helping our clients confidently run, grow and protect their businesses. Our expertise comes from decades of experience helping financial institutions and businesses adapt to meet the needs of their customers by harnessing the power that comes when reliability meets innovation in financial technology. Headquartered in Jacksonville, Florida, FIS is a member of the Fortune 500® and the Standard & Poor's 500® Index. To learn more, visit [FISGLOBAL.COM](https://FISGLOBAL.COM). Follow FIS on LinkedIn, Facebook and X (@FISglobal).



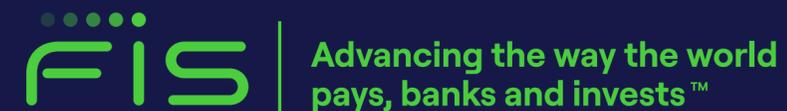
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