1. Boost sales

Accepting credit and debit cards can double or even triple a merchant's sales. An Intuit survey revealed that 83 percent of small businesses that began accepting credit cards saw a boost in sales, and 52 percent of those businesses saw a monthly increase of $1,000.[1]

2. Increase ticket size

Average sales tickets tend to be higher with credit card transactions than with cash–customers typically spend 12-18 percent more when using a card instead of cash.[2]

3. Five out of six Americans make impulse purchases[3]

Research shows that shoppers using credit cards generally spend more.[4] So, make sure you can capture those impulse buys with a customer paying with a credit card.

4. Improve cash flow and operations

Faster access to funds from credit and debit card transactions than checks, which are time consuming to deposit and can take days to clear. Card payments are also more secure and easier to track than cash.

5. Attract customers online

Credit and debit cards are American consumers' number one choice for online shopping, with nearly 50 percent using credit cards and 30 percent using debit cards.[5]

6. Preferred over cash

Credit and debit cards beat out cash as consumers' preferred way to pay. Only 9 percent preferred cash in a consumer survey, while 35 percent preferred credit cards and 43 percent choose debit cards.[6]

7. Enhance customer convenience

Today's consumers expect speedier lines and faster payments, and want to pay with their credit or debit card. Customers aren't liable if a fraudulent or erroneous charge hits their credit card account.

8. Grow customer trust

When payment card logos are displayed at checkout indicating that this form of payment is accepted, customers associate those reputable brands with the business, building trust.

9. Many available options

Customize your payment solutions for instore, online, and mobile payments acceptance using a terminal, tablet, mobile device or integrated POS solution. Merchants have many choices.

10. Improved Security

New technologies such as EMV and tokenization have made credit transactions more secure with a 72% decrease in credit related fraud.

[1] https://www.vantiv.com/vantage-point/payments-basics/credit-card-merchants-higher-revenue
[2] https://www.vantiv.com/vantage-point/payments-basics/taking-credit-card-payments
[3] https://www.creditcards.com/credit-card-news/impulse-buy-survey.php
[4] https://www.forbes.com/sites/billhardekopf/2018/07/16/do-people-really-spend-more-with-credit-cards/#4f5999201c19
[5] http://www.creditcards.com/credit-card-news/credit-card-use-availability-statistics-1276.php
[6] http://www.creditcards.com/credit-card-news/payment-method-statistics-1276.php