

**Case Study**  
**Identifying Business Opportunities in the US**  
**Payments Market**



# Case Study

## Identifying Business Opportunities in the US Payments Market



### About the Client



- A US-based media planning group offering integrated planning, buying, content and marketing support services across all communication channels

### Client Objectives / Goals



- Analyse the US debit and credit card market and benchmark the marketing and advertising strategies of the leading payment networks
- Identify business development opportunities in the US payments market

### Approach and Methodology

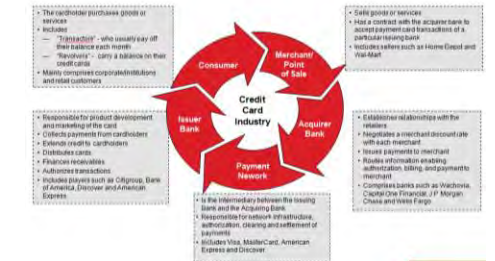


- Analysed the debt and credit card payments ecosystem and money flow
- Studied the market, looking at transaction volumes, market penetration, usage patterns, growth segments, trends and market share of payment networks
- Created an in-depth profile of the incumbent player(s) capturing business model, target market, customer acquisition and advertising strategy, market share, partnerships and SWOT analysis
- Identified the leading strategies of payment networks to increase market share, reduce churn and increase profitability
- Compared the industry players based on the IPSOS brand health index
- Benchmarked their advertising strategies based on target segment, marketing channels, focus and ad spend

### Sample Output



The credit card industry forms a closed loop, with four parties serving one consumer transaction



### Results / Value-add



The client approached each of the leading US Payments market players with **bespoke and targeted media planning BD campaigns**