

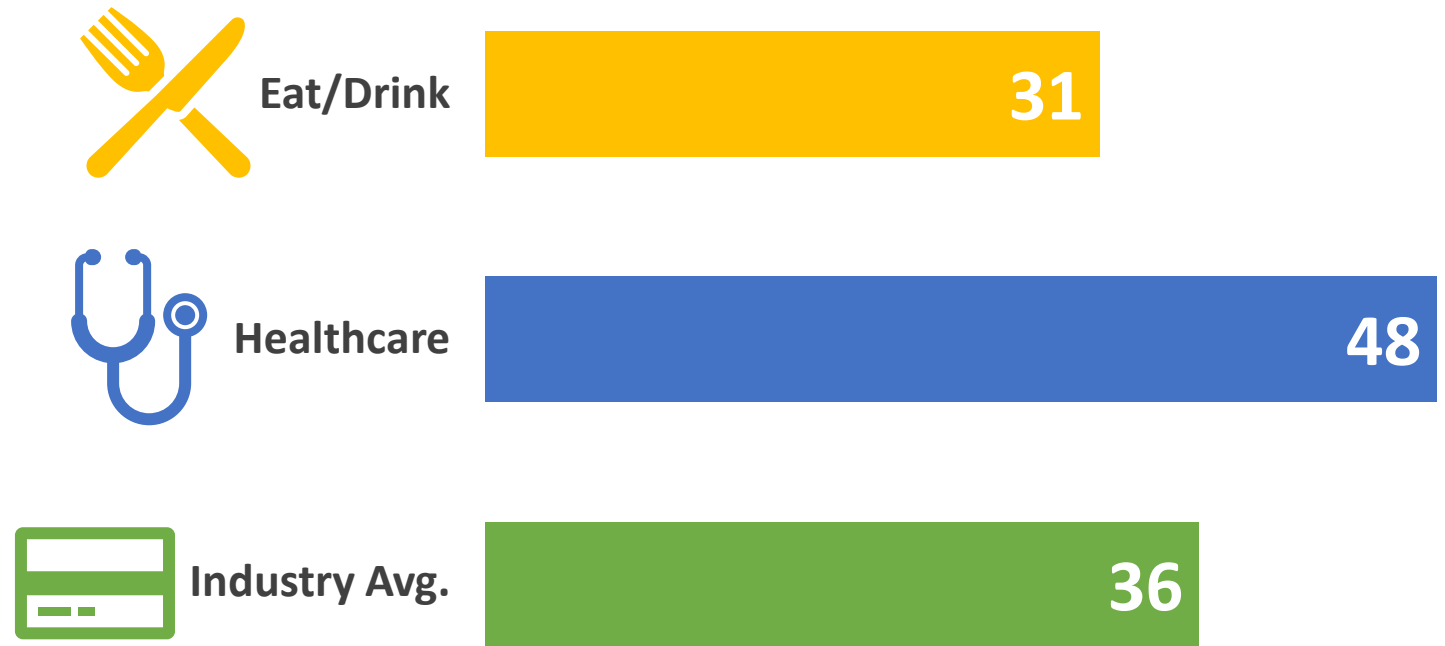


For credit card processing relationships, healthcare merchants stay with their provider the longest at 48 months. Conversely, Eating and Drinking merchants are near the bottom of the pack, staying with their provider for 31 months.

This is a reflection of an oversaturated market in the restaurant space as it relates to the number of credit card processing providers. Further, healthcare necessitates a specialized offering, where software providers target sub-niches of the healthcare space (e.g. dental, hospital) making the relationship very sticky.

Average Merchant Life

2018 - Months



Source: TSG's Acquiring Industry Metrics (AIM) platform

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