

# Payments Analytics Month: Google Trends



While Visa and Mastercard dominate the U.S. payment network market, a major reason search results trend below other networks is likely the fact that Visa and Mastercard do not have a direct relationship with the consumer market (i.e. the relationship is with the cardholder's bank); whereas PayPal, American Express, and Discover do have direct consumer relationships, which will drive more consumer web searches. In the case of American Express and Discover, these searches may be driven by online bill pay and account management, which is done directly via these companies' websites. PayPal's main focus is eCommerce related services that are directly connected to the consumer market. Additionally, it is clear that PayPal's customer base is an online, younger demographic, which mirrors the results below. Part of the reason may also be due to the average age of a Google search user, which is primarily between 18 and 44. PayPal and American Express (which have partnered with the likes of Uber for rewards that are targeting millennials) have aggressively targeted this age demographic and the online results reflect that focus. Typically when you think of American Express, you're thinking of a higher-income demographic, typically older. But American Express is clearly making significant headway in terms of their brand perception among younger generations. Many online SMBs utilize PayPal which also drove results for PayPal.

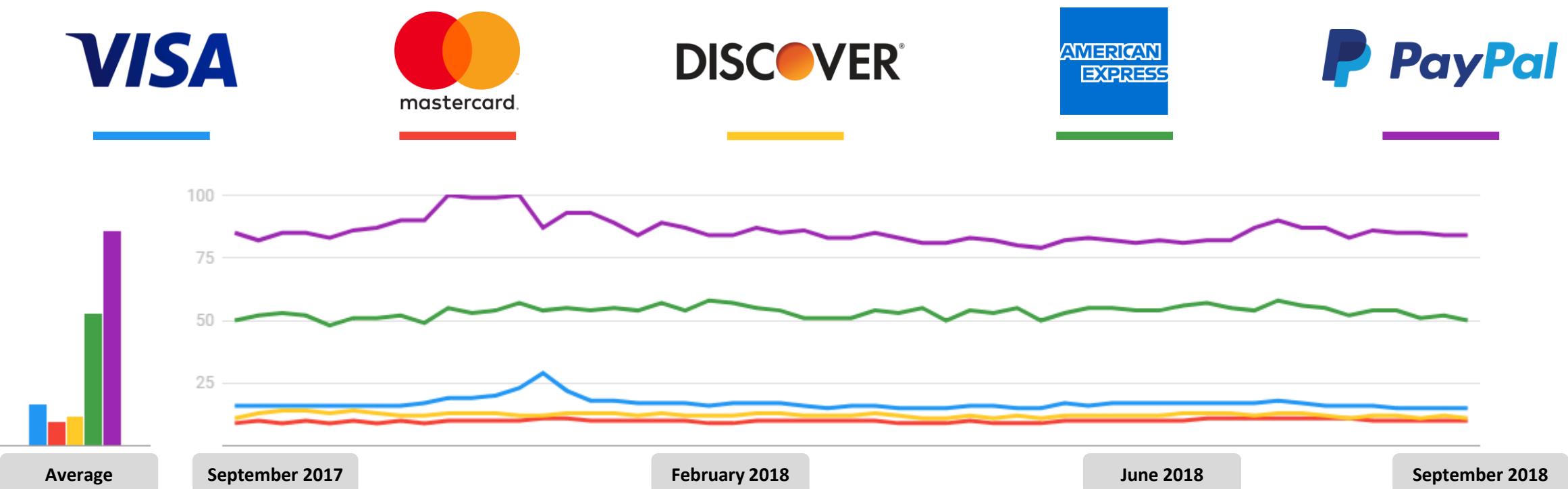


Chart Data Source: Google; Commentary Source: The Strawhecker Group. This graph is confined to Google searches done in the United States within the web search option (i.e. not Google News or Images). The numbers on each graph represent search interest, relative to the highest point within the specified criteria. A value of 100 represents the highest search popularity for the term, a term with a value of 50 represents that the term is half as popular, a value of 0 means the term was less than 1% as popular as the highest point. Each point on the graph represents one week of searches.

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