



BrandInfluence

2024 Overview

Your Thought Leadership. Now.

TSG's trusted brand can support your marketing and sales activities. Pegged as a quasi-marketing agency for payments brands, BrandInfluence combines TSG's trusted brand with credible thought leadership to support clients on mission-critical marketing and sales activities. BrandInfluence can support payments companies through various periods of growth, from startups looking to gain exposure to established brands hoping to leverage the power of industry-focused thought leadership. Additionally, BrandInfluence is perfect for companies outside the industry seeking exposure to payments.

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Payments **Experts**. Powerful **Data**.

 **TSG's Audience**

TSG Knows the Payments Industry

Tap into TSG's expertise to create captivating content for your audiences. TSG also provides coverage to their vast industry network by leveraging BrandInfluence services; offering several avenues that allow clients to overlay insights onto marketing efforts for promotion, lead generation, brand building, and other customer and prospect-facing initiatives to drive growth and new revenue.

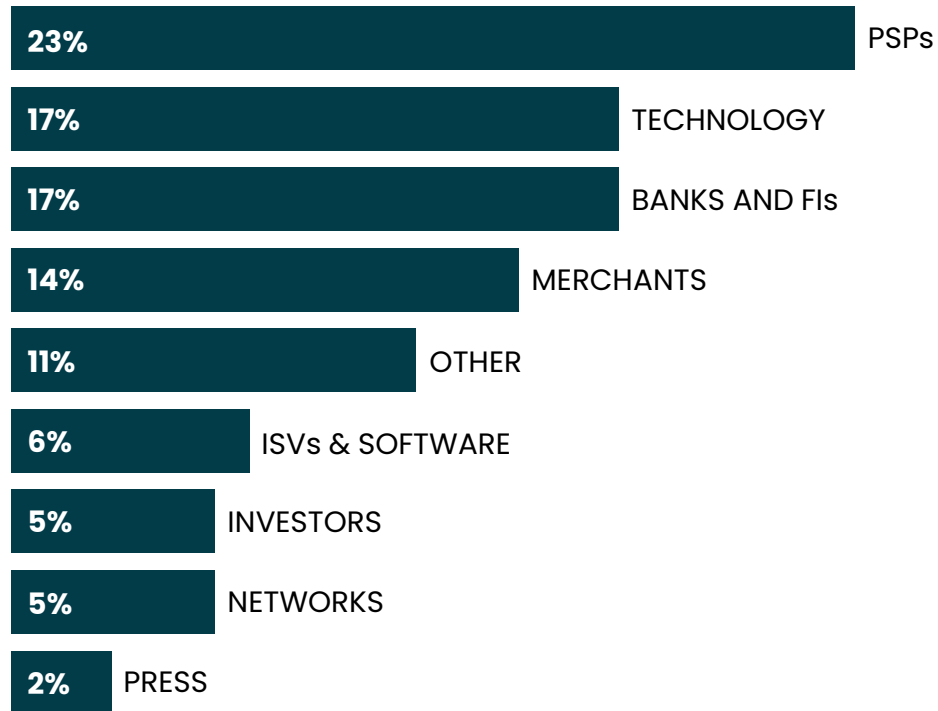
TSG's Network Breakdown

40K+ SUBSCRIBERS

17K COMPANIES

16K SOCIAL FOLLOWERS

18% OF SUBSCRIBERS VP OR ABOVE



TSG is regularly sought after by the press, both payments-focused and major **media outlets**:

The New York Times

The Wall Street Journal

Fortune

Payments Dive

USA Today

Digital Transactions

Forbes

Wired

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Paid Opportunities

Paid BrandInfluence Opportunities

TSG offers a wide range of BrandInfluence opportunities with varying levels of client effort and cost.

OFFERING	CLIENT EFFORT	COST	EXAMPLE
<p>NewsFilter Advertising <i>NewsFilter is TSG's industry newsletter distributed to over 40,000 payments professionals each week. Put your branding in their inbox each Friday with a NewsFilter advertisement.</i></p>	<p>Low TSG will take care of everything. The sponsor needs only send a banner and a URL for the ad</p>	<p>\$350-775 Price is dependent on frequency and placement. See slide 7 for more details</p>	<p>View recent NewsFilter content here</p>
<p>Sponsored Industry Content <i>Sponsor <u>proprietary research</u> or <u>existing industry research</u> and have TSG leverage the insights to create an industry report. The report could feature a case study, particular feature/service, or a profile of the sponsor's choice. Add on options, such as bundling with a webinar, are also available.</i></p>	<p>Low-High The sponsor will contribute to the construction of the materials and in a review/approval process</p>	<p>\$40-60K on average. Price depends on the type of research needed and may exceed 60K</p>	<p>Stax/CardX U.S. Surcharging Snapshot Mastercard B2B Gateway Report</p>
<p>Co-branded Content <i>Take advantage of TSG's team of creatives, analysts, and industry experts to build engaging infographics, knowledgeable webinars, attention-grabbing videos, and/or insightful reports. Co-branded content can be a low effort way to beautifully showcase your brand and leverage TSG's vast network.</i></p>	<p>Low-Med The level of engagement depends on the commitment the sponsor is interested in</p>	<p>TBD TSG offers a wide variety of options for co-branded content. Pricing to be discussed based on request</p>	<p>Bank of America Reducing Friction for Healthcare Payments Systems</p>
<p>White-Labeled Content <i>Insightful and beautifully designed whitepapers, infographics, presentations, and pitch decks matched to your brand and tailored for your audience.</i></p>	<p>Low The sponsor will share appropriate branding guidelines and participate in a review process</p>	<p>TBD Pricing to be discussed based on request</p>	<p>Paya Transforming Payments in B2B Transactions Visa Purchasing in a Pandemic Infographic</p>

Paid BrandInfluence Opportunities

TSG offers a wide range of BrandInfluence opportunities with varying levels of client effort and cost.

OFFERING	CLIENT EFFORT	COST	EXAMPLE
<p>eReport Sponsorships Maximize brand exposure by sponsoring an existing or upcoming eReport*. TSG is a key knowledge resource for payments industry executives and analysts. This option puts your branding in front of thousands of engaged subscribers. Plus, you'll be featured across TSG's social channels and any related articles.</p>	<p>Low The sponsor will share appropriate logo files and participate in a review/approval process</p>	<p>\$40-50K per sponsored report with the sponsorship designation for a full calendar year</p>	<p>FIS Merchant Acquirers Report View TSG eReports here</p>
<p>Webinars & Speaking Events TSG can speak at your next client conference for partner event, our team can also create webinar presentations on your behalf and present market insights to your audience.</p>	<p>Low-Med The level of engagement depends on the commitment the sponsor is interested in</p>	<p>TBD Pricing to be discussed based on request</p>	<p>MPE Money 2020 TRANSACT</p>
<p>Company Profiles Work with TSG to develop a company profile. The report will be featured in TSG's Company Analysis Series under the eReports subscription, where it can be accessed by thousands of subscribers in the payments ecosystem. This series highlights innovative companies in the payment market.</p>	<p>Med-High The sponsor would participate in the construction of the material</p>	<p>TBD Pricing discussed based on request. In some cases, TSG will create the profile as part of an eReport subscription agreement</p>	<p>Past profiles: Adyen, Braintree, Stripe, Shopify, Lightspeed, Square, and more</p>
<p>Contact Lists TSG can provide custom curated prospect lists for a variety of audiences such as merchants, ISVs, and banks</p>	<p>Low Our client defines the goal/audience and TSG gathers the contacts</p>	<p>TBD Pricing based on audience, geography, and number of contacts</p>	<p>Ex. TSG provided key contacts for ISVs in the vet industry</p>
<p>Competitive Marketing Assessments TSG can evaluate your brand vs. competitors and offer SWOT analysis to help you gain an edge</p>	<p>Low TSG constantly evaluates payments companies and is well positioned to give actionable brand comparisons</p>	<p>TBD Pricing based on company type (e.g., gateway, POS, etc.) & competitors compared</p>	<p>TSG has evaluated the marketing mix for payment providers (product, price, promotion, place)</p>

NewsFilter Ads

TSG offers a wide range of BrandInfluence opportunities with varying levels of client effort and cost.

About NewsFilter

Stay caught up on the payments industry with [NewsFilter](#). From exclusive TSG content, insights, and interviews to the latest industry announcements, NewsFilter provides the latest hits in one place. Looking for a weekly round up? Join over 40,000 payments professionals that trust NewsFilter.

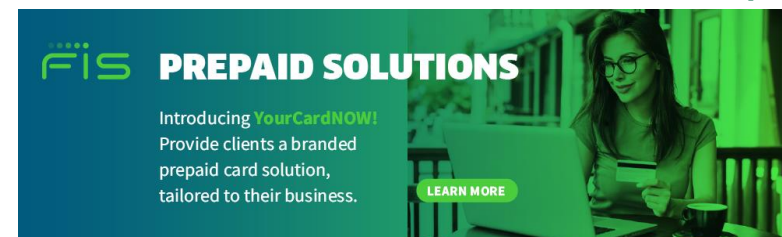
Advertising Specs

Ad packages include a full banner with hyperlink exported in PNG format @ 72dpi.

(1000x300 pixels, provided to TSG by the sponsor)

Packages include the ability to include press releases/articles in NewsFilter for additional exposure. Ad impressions (unique email opens) will be provided upon request.

Ad Example:



Positioning & Pricing

Choose when and where your ad is placed:

Rates Per Edition	Placement	1 Edition	3 Editions	6 Editions	9 Editions	18 Editions	27 Editions
Platinum	Banner ad is placed in top section	\$775	\$725	\$675	\$625	\$575	\$550
Gold	Banner ad is placed above featured section	\$675	\$625	\$575	\$525	\$475	\$450
Silver	Banner ad is placed toward the middle	\$575	\$525	\$475	\$425	\$375	\$350

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Sponsorship & Co-branded Examples

eReport Sponsorship Examples

FIS eReport Sponsorship

[TSG Press](#) | [TSG Article](#) | [eReport](#) | Social/Digital Advertising | Email Blast

FIS recently sponsored TSG's Directory of Merchant Acquirers. This sponsorship led to over 330,000 impressions within the first two weeks and recognition from hundreds of the top payments players and their employees.

MCAG eReport Sponsorship

[TSG Press](#) | [TSG Article](#) | [eReport](#) | Social/Digital Advertising | Email Blast

MCAG recently sponsored TSG's Payment Gateway Directory. This report lists company and feature details as available for 110+ payment gateway players, including a variety based in various international locations.




sponsored by FIS | worldpay

DIRECTORY OF MERCHANT ACQUIRERS

320+ U.S. Merchant Acquirers
9,000+ data points

[Download Preview](#)

The advertisement features a woman in a blue apron looking at a tablet in front of a store with an 'OPEN' sign. The background is a dark green gradient with white text.



sponsored by mcag

PAYMENT GATEWAY DIRECTORY

110+ U.S. Merchant Acquirers
3,000+ data points

[Download Preview](#)

The advertisement shows a person's hands holding a smartphone and a credit card. The background is a dark green gradient with white text.

"TSG's expertise and reach throughout the payments ecosystem provided the exposure our brand needed. We appreciate that TSG handles the heavy lifting, and we look forward to our next project!"

MCAG CEO, Tim Schmidt

Co-Branded Content Examples: TSG & Bank of America

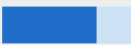
TSG and Bank of America: Reducing Friction for Healthcare Payments Systems

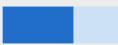
[TSG Press](#) | Survey Report | [Infographic](#) | Social Posts/Ads | Email Blast


TSG and Bank of America conducted a survey of 650+ healthcare providers to understand their experiences with the patient payments-related processes at their organization. The survey includes feedback from healthcare providers and employees working in the billing, finance, or IT departments, in 49 out of 50 U.S. states.

Infographic Excerpt:

More than ever before, patients have high expectations when it comes to the way they pay for care

72% 
used credit or debit cards for their last healthcare payment

54% 
interested in email or text payment notifications

43% 
interested in automated digital payments

Social Media Examples:



BANK OF AMERICA  

Reducing Friction for Healthcare Payments Systems

More than ever before, patients have high expectations when it comes to the way they pay for care.

[DOWNLOAD INFOGRAPHIC](#)

Co-Branded Content Examples: TSG & Paya

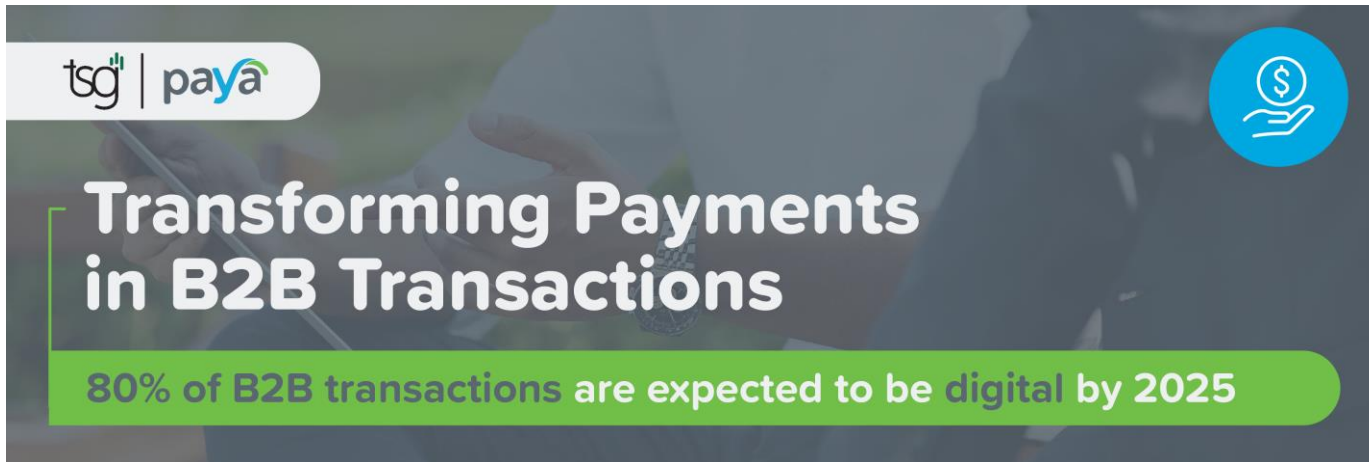
Whitepaper:

TSG and Paya: Transforming Payments in B2B Transactions

[TSG Press](#) | [Whitepaper](#) | [Social Posts/Ads](#) | [Email Blast](#)

TSG and Paya published a co-branded whitepaper discussing the current B2B landscape, the advantages and tools of an integrated software system, and why partnering with the right payment service provider is critical.

Social Media Example:



Advantages and Tools of an Integrated Software System

Over the next five years, the use of virtual commercial cards have a projected growth rate of **22%**

As software plays a growing role in delivering goods and services, the need to integrate invoicing and payments have become more apparent. An integration between an ERP system and a payment service provider allows suppliers to take advantage of decreasing manual processes, adding visibility and customization in invoicing and reporting, as well as speeding up the process of acceptance and reconciliation.

Revitalize Your Invoicing Experience

Suppliers must cater to their invoicing capabilities to influence buyers' purchasing habits, address billing issues, and facilitate seamless payment experiences. Invoices should influence buyer behavior by reflecting the cost of capital and payment acceptance through clearly defining due dates and incentives for early payment and lower-cost payment types. Invoices need to be accurate and reflect the correct order, fulfillment, and pricing, yet they must be easily correctable when issues are identified. Invoices must offer a seamless payment experience by accepting most payment modalities, capturing the remittance information, and reconciling the payment to the invoice. eInvoices, integrated into ERP and payment platforms, serve as a critical product to meet these standards and provide an effective process from billing to payment.

Better Your Payment Experience

Suppliers need to manage payments and remittance processes ranging from physical point-of-sale to lockbox to digital means while also covering various payment methods. A payment processing partner must handle all transaction types and payment methods holistically and seamlessly. In addition, an omnichannel approach enables the acceptance of multiple payment options across various interfaces, including virtual terminals, mobile devices, and point-of-sale terminals.

Create Efficiencies with ACH Direct Payments

ACH has grown to be the leading electronic payment method across the B2B landscape because it is cost-effective. A payment processor must provide a robust offering that enables ACH transactions with integrations into third-party accounting systems and can capture payment information that can be securely saved and tokenized to ease the enablement of recurring payments.

paya | tsg

2. FINMITE, 2020, "Enabling B2B Payments for the Virtual Workforce"

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Co-Branded Content Examples: TSG & ETA

Social Media Examples:

TSG and ETA: Twenty Percent of Consumers to Use BNPL this Holiday Season

[TSG Press](#) | [Survey Report](#) | [Infographic](#) | [Social Posts/Ads](#) | [Email Blast](#)

TSG and the Electronic Transactions Association (ETA) surveyed over 1,000 U.S. consumers to see if some of the newer payment technologies and habits formed through the Covid-19 pandemic continue to drive payment choice at checkout.



Carousel Ad Example:

The carousel consists of five slides with a winter theme. Slide 1 is the main title slide. Slide 2 features a bar chart showing 83% concerned about rising costs and 66% concerned about managing their budget, with a callout that 20% of consumers plan to use BNPL. Slide 3 features a bar chart showing the percentage of consumers using newer payment methods: P2P APPS (52%), 1-CLICK OR SAVED ACCOUNTS (51%), DIGITAL WALLETS (48%), TAP TO PAY / NFC (39%), BNPL (18%), QR CODES (18%), and CRYPTO (8%). Slide 4 features two bar charts comparing in-store and online shopping plans and where consumers will be shopping. Slide 5 is a call-to-action slide.

Concern	Percentage
Concerned about rising costs due to inflation	83%
Concerned about managing their budget	66%

20% of consumers said they were planning on using BNPL this holiday season, another 30% were on the fence.

Method	Percentage
P2P APPS	52%
1-CLICK OR SAVED ACCOUNTS	51%
DIGITAL WALLETS	48%
TAP TO PAY / NFC	39%
BNPL	18%
QR CODES	18%
CRYPTO	8%

Category	Plan	Percentage
IN-STORE	Plan to shop in-store	75%
	Plan to shop ONLY in-store	13%
ONLINE	Plan to shop online	84%
	Plan to shop ONLY online	22%

Location	Percentage
Department or large retailer	64%
Local shops or small businesses	34%
Thrift or discount stores	2%
Amazon	7%
Retailer's websites	52%
Other marketplaces	19%
Social Media	8%
Livestreaming	3%



TSG is a fast-growing analytics and consulting firm. The company serves the entire payments ecosystem, from fintech startups to Fortune 500 companies. The firm provides its clients with advisory services, research and analytics to help them plan and execute their strategic initiatives. Based in Omaha, a recognized payments industry hub, TSG is an established leader in this high-growth, ever-evolving space.



Contact Us



20+

YEARS AVERAGE ASSOCIATE EXPERIENCE IN THE PAYMENTS INDUSTRY



1000+

CLIENTS ADVISED, INCLUDING MANY IN THE FORTUNE 500

~4M

CARD-ACCEPTING MERCHANTS IN TSG'S AIM ANALYTICS PLATFORM, DRIVING MILLIONS OF DOLLARS IN ROI FOR ITS USERS



250+

COMPLETED PAYMENTS COMPANY EVALUATIONS; AS WELL AS ~30 BUY/SELL/INVESTMENT ADVERTISEMENTS



40+

OF THE TOP 50 MERCHANT ACQUIRERS SERVED, INCLUDING 9 OF THE TOP 10



400+

COMPLETED MARKET INTELLIGENCE ANALYSES ON THE GLOBAL PAYMENTS LANDSCAPE, UNCOVERING HUNDREDS OF THOUSANDS OF DATA POINTS

