

17



is the average # of **data points** collected from a SMB during **underwriting** for card acceptance.

Source: GEM – eCommerce Merchant Experience Report

**~50M Credit/Debit
Transactions**

fail each month at the time of
purchase in the U.S. which
equates to **\$3.2B in lost sales.**



Note: Failures are unrelated to the cardholder account



<5%

of leading gateways provide **in-house** website building or shopping cart tools.



Source: GEM – eCommerce Merchant Experience Report



PAYMENTS
ANALYTICS
MONTH



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90% faster

Merchants in the U.S. experience faster response times **versus** international merchants.



Note: 6-month trending data



+20%

Gateway metrics related to real transactions can **fluctuate significantly** from week-to-week

Note: 6-month trending data

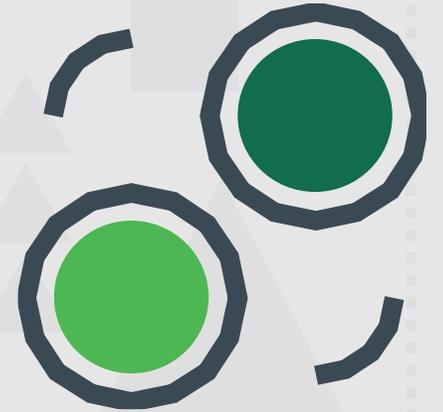


PAYMENTS
ANALYTICS
MONTH



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<5%
of leading gateways offer
automated onboarding for
merchants



Source: GEM – eCommerce Merchant Experience Report
Note: Estimated

44% 

of gateway APIs do not show **versioning** information making it difficult for **developers** to understand changes.

Source: GEM – Best in Breed API Report

\$822

is the average a startup SMB eCommerce merchant can expect to pay annually. 

This covers website costs, gateway fees, processing costs, and other miscellaneous fees.

Source: GEM – eCommerce Merchant Experience Report
Note: Based on \$12K annual processing volume

GEM subscribers use information daily to monitor and improve performance versus the market.

Contact us to ensure your gateway is winning.



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ANALYTICS + CONSULTING

The Strawhecker Group (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.

