

TSG Big Data: Profitability of Merchants in the U.S.



This analysis looks at five merchant groups and their performance when looking at those with between \$50K - \$250K in annual dollar volume as well as those with an average ticket of between \$50 - \$150, and the combination of the two.

Tier \$50K-\$250K

Merchant Group	Total Net Revenue %
Average	1.212%
Healthcare	1.353%
Business Services	1.230%
Eating & Drinking Places	1.208%
Personal Services	1.183%
Retail	1.067%

Average Ticket \$50-\$150

Merchant Group	Total Net Revenue %
Average	0.500%
Healthcare	1.120%
Personal Services	0.932%
Retail	0.407%
Eating & Drinking Places	0.370%
Business Services	0.243%

Tier \$50K-\$250K & Avg. Ticket \$50-\$150

Merchant Group	Total Net Revenue %
Average	1.234%
Healthcare	1.454%
Personal Services	1.217%
Retail	1.111%
Business Services	0.991%
Eating & Drinking Places	0.815%

Notes:

- All metrics are May '18 TTM
- Net Revenue = Gross Revenue + Other Income - Cost of the Transactions
- Net Revenue definition detail: sum of total bankcard, PIN debit, and OptBlue gross revenue plus sum of total monthly and annual legacy and emerging account fees and equipment related and other income less sum of total bankcard, PIN debit, and OptBlue cost of sales and other cost of sales (gateway fees, processor fees, sponsor bank fees)

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