

Introducing Innopay Market Research

Lack of reliable payment related research makes it difficult for organizations to accurately plan and execute growth strategies. Such data is often difficult to find and when found is often contradictory. Different sources provide highly varying outcomes of what should be the same data points.

This disparity results from a range of differences, e.g. in definitions, research approach, data sources, or research contexts. Furthermore, reliable research for certain geographies, e.g. Eastern Europe, are difficult to find altogether.

Innopay has begun its own Market Research department to resolves these problems. Our research is aimed primarily at developers of payment related strategies, business managers, product managers, channel managers and marketing managers working in payment related fields.

Topic examples: e-commerce, e-banking, e-invoicing, direct debit, cards (debit/credit), cash, e-wallets, acquiring, PSP, hardware / software provision, ATM's, POS, m-payments, etc

Data examples: market values, number of transactions, number of merchants, competitive market shares, consumer penetration, etc

All statistics cover multiple countries and multiple years.

Key features of Innopay Market Research

1. **Independent expert.** Innopay is an independent consultancy firm specialized in payments and related services. The statistics that we gather are not influenced by particular interests.
2. **European reach.** Innopay is a member of the European Payment Consultants Association (EPCA) and through this organization has access to research and data across the EU.
3. **Innopay synthesis methodology.** Our research incorporates a range of outlying research that has been conducted with a more local focus. We smooth out differences and inconsistencies based on our tiered synthesis methodology resulting in cross-alignment and increased reliability. Furthermore you are saved the high costs of purchasing a series of different research reports and attempting to match the data for a reliable overall picture.
4. **High quality cross-check data.** Due to close relations with market players (PSPs, acquirers, merchants), we have access to data that others do not have. This (anonymous) data provides us with the highest quality cross-check.
5. **Tailor-made.** Many research agencies focus on a self determined scope, to serve a mass audience. We can deliver tailor-made research about what you actually want to know. If wanted, we can support you with defining your needs against the background of your project.

What next?

Contact Innopay Market Research for a no obligation conversation about your research needs:

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