Gaming: optimising payments performance

Infographic | emerchantpay

This infographic will outline key payment challenges, important factors for optimisation and steps to improve payments performance within the gaming sector.

Optimising payments performance is an important process for all businesses to undertake. Our research has revealed that across countries and sectors, the personal and team goals of payment professionals tend to be misaligned with commercial objectives.

- 9% of Italian payment professionals
- 12% of Russian payment professionals
- 6% of professionals working in gaming

stated that their objectives were commercially aligned.

71%

Despite these challenges, 71% of payment professionals working in the gaming industry are excited to learn more about improving payments performance. Payment knowledge is essential, but it is integral to have the following steps in place for optimisation.

Payment challenges:

- Integrating touchpoints
- Keeping up with the latest payment methods
- Changing regulations

50%

Payment professionals can recover up to 50% of lost revenue if they commit to optimising their payments performance.

Most important factors for optimisation:

- Efficient processing through gateway
- Analysing decline codes
- Analysing fraud data to set better rules

Steps for improving payments performance:

Better data leads to better decisions.

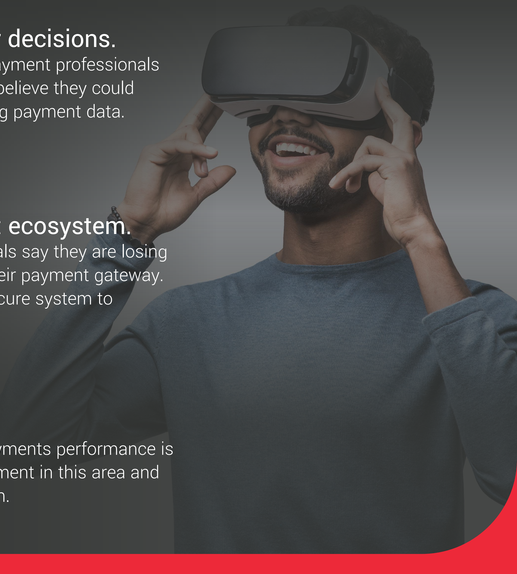
Our research showed that 71% of payment professionals operating within the gaming sector believe they could increase revenue by better leveraging payment data.

A well-structured payment ecosystem.

65% of gaming payment professionals say they are losing revenue through shortcomings in their payment gateway. It is important to have a fast and secure system to process transactions.

Demonstrate small wins.

Proving the commercial value of payments performance is a good way to secure further investment in this area and show the importance of optimisation.



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