

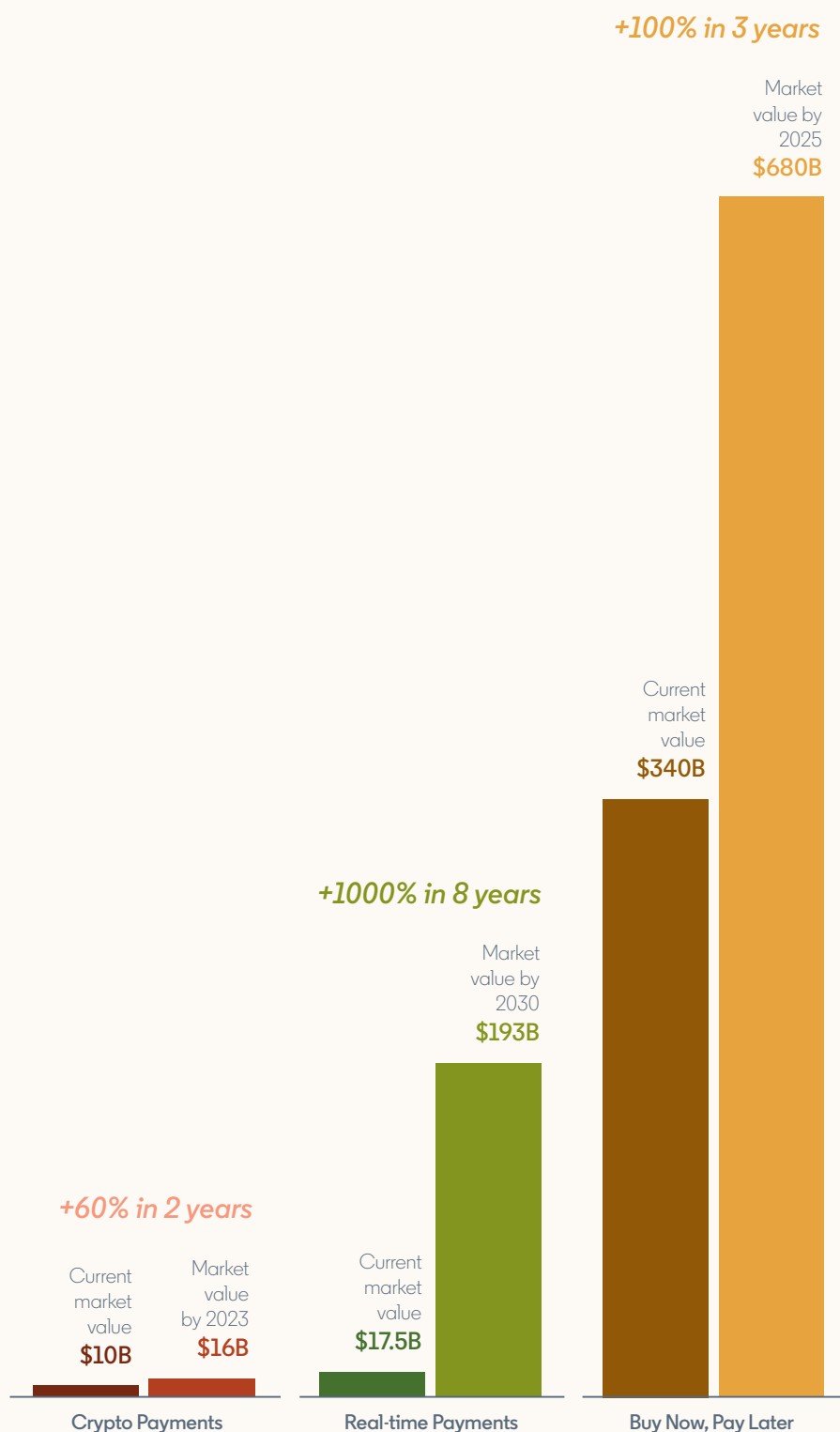


The Changing Payments Marketing Landscape

Insights and perspectives to help educate your audience and grow market share



Table of Contents



3 Key Payment Trends to Watch

01 Executive Summary: The Crowded Payments Landscape

We focus on three trending payments topics to succeed with consumers and merchants alike and share next steps to take better advantage of this market.

02 Buy Now, Pay Later: Building Confidence

Engage and educate price-sensitive buyers so that they can purchase with confidence—and avoid default.

03 Real-time Payments: Room to Grow

Maximize real-time e-commerce and peer-to-peer payments while minimizing disputes.

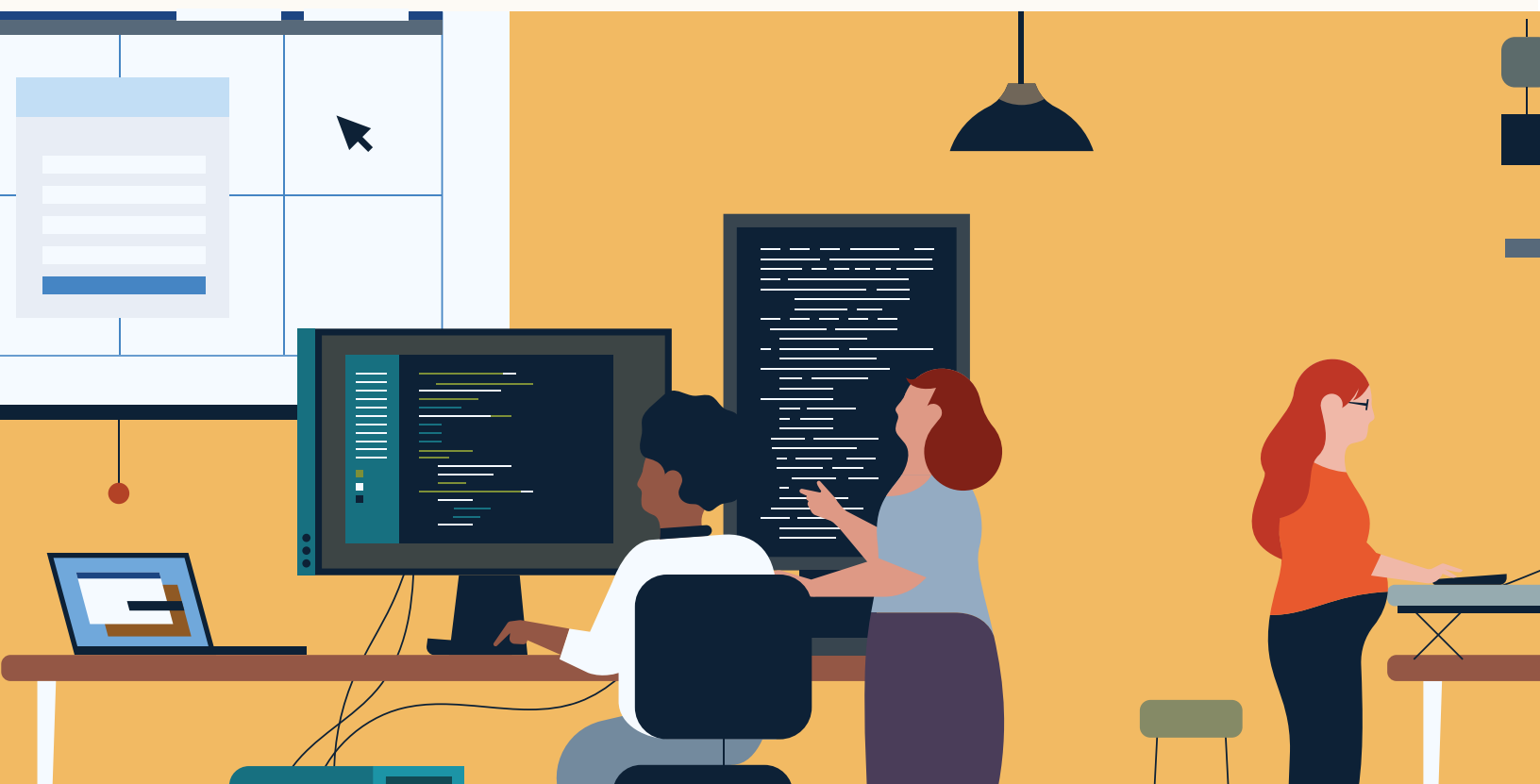
04 Crypto Payments: Futureproofing Business

Get ready for crypto transactions, NFTs, and stablecoins now to futureproof business.

05 Next Steps: Become the Go-to Brand for Payments Insights

Join leading financial companies and influencers actively engaged in global conversations about payments on LinkedIn.

Executive Summary: The Crowded Payments Landscape



Executive Summary:

The Crowded Payments Landscape

*30%

Digital payments growth forecasted by 2025

16%

Cash use declined globally in 2020

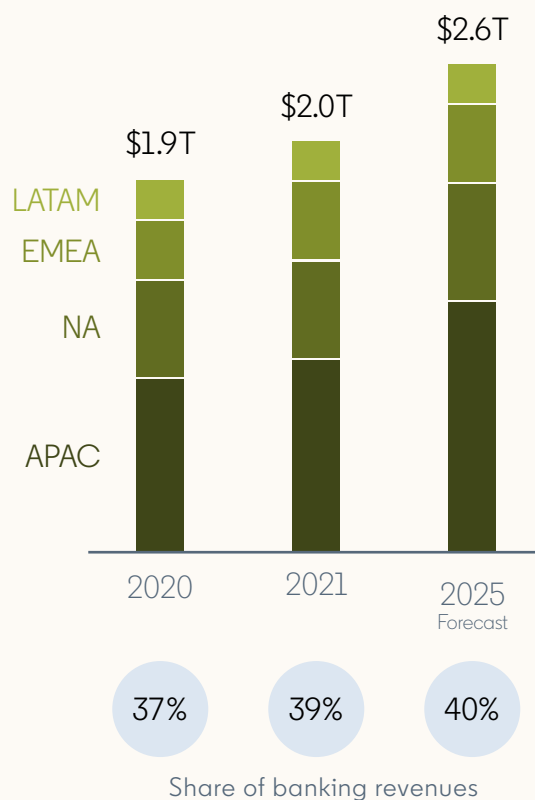
Source: McKinsey 2021 Global Payments Report

Payments is an industry space with remarkable growth and momentum. As both businesses and consumers shift from cash and checks to digital payment methods, commerce itself is facing a sea change.

As we emerge from the pandemic, the payments category has proved highly resilient, surging toward 30% growth over the next three years.*

This parallels a steep decline in the use of cash in 2021—a trend predicted to accelerate with growth in fintech.

Global payments revenue



Source: McKinsey Global Payments Maps

Growth Trends in Payments

With anticipated worldwide payments growth topping \$2.5 trillion by 2025*, consumers and businesses worldwide are now facing a proliferation of new, frictionless, fintech-powered payment options.



*Opportunity awaits

Unbanked communities, high mobile penetration, and growing urbanization present unique opportunities in Africa, Southeast Asia, and Latin America.

Growth Trends in Payments

With rapid adoption of financial technology,* consumers are embracing disruptive approaches that fit today's mobile, digital world.

The proliferation of fintech is introducing new payments choices for businesses and their customers—including innovations such as buy now, pay later; real-time digital payments; and cryptocurrency.

But constant innovation and disruption also make for a very complex payments landscape.



*Phenomenal fintech growth

US consumer adoption of fintech brands increased from 58% to 88% in one year.

Untangling Payments: The Need for Category Education

Payments are rapidly becoming a seamless part of the overall customer buying experience. But while payments options are growing, the gap in payments literacy among consumers can limit understanding and adoption.

Consumers and merchants aren't sure exactly what they're committing to when they opt in to a new payment platform*—and the choices they make can affect their costs, debt, credit, and cash on hand.



*How we pay is changing—fast.

Fueled by the demand for contactless payments, digital wallets, and ecommerce, real-time payments in 2020 soared by

41%

Marketers Make the Difference

“LinkedIn allows marketers to reach and engage audiences on this top-tier platform, complementing the powerful targeting elements LinkedIn already provides advertisers while enabling world-class campaign measurement.”

—SVP Data & Identity, S&P 400 fintech company

People of all ages are actively seeking guidance in payments.* Payments providers that educate audiences and cut through category complexity stand to grow transaction volume and win lifelong customers.

As a financial services marketer, you can provide customers on both sides of the transaction with the insights they need to feel confident in their payment decisions—now and into the future.

LinkedIn is your partner to deliver the right info to customers to earn their trust and grow market share. In this guide, we’ll analyze three of the biggest payments trends to help marketers boost payments literacy and purchasing confidence across key audiences.

*Be a financial fitness coach.

Consumers of all generations aspire to better financial literacy—as reflected by their New Year’s Resolutions lists.



Buy Now, Pay Later: Building Confidence

Key Finding

Buy Now, Pay Later (BNPL) spending globally is projected to double to \$680 billion by 2025—but 66% of consumers believe it is financially risky to use BNPL.

Sources: Motley Fool Survey 2020 in Insider Intelligence, "Buy Now, Pay Later Report," Feb 2022; C + R Research, BNPL Report, May 2021




What your customers need to know now

Is it a loan, or is it credit?

Consumers don't realize BNPL functions like a microloan, and terms differ across twelve main BNPL service providers.*

For small businesses that use BNPL, payment defaults pile on additional administrative costs on top of merchant discount rate (MDR) fees ranging from 2–8%.¹



*Not quite
0% interest

According to BNPL provider terms, late repayment can incur up to 6% interest plus late fees of up to 25% of purchase price.

¹Source: Credit Karma/Qualtrics BNPL study, Sep 2021

Source: NYU Stern Prof Scott Galloway, "Red Friday," Nov 2021

What your customers need to know now

*72%

of consumers who fell behind on BNPL payments reported their credit scores have dropped.

Source: Credit Karma/Qualtrics BNPL study, Sep 2021

Does BNPL impact credit?

Consumers don't realize BNPL can affect their credit—and ⅓ have fallen behind on payments, impacting their credit scores.*

Purchases made with BNPL also don't count toward building consumer credit.



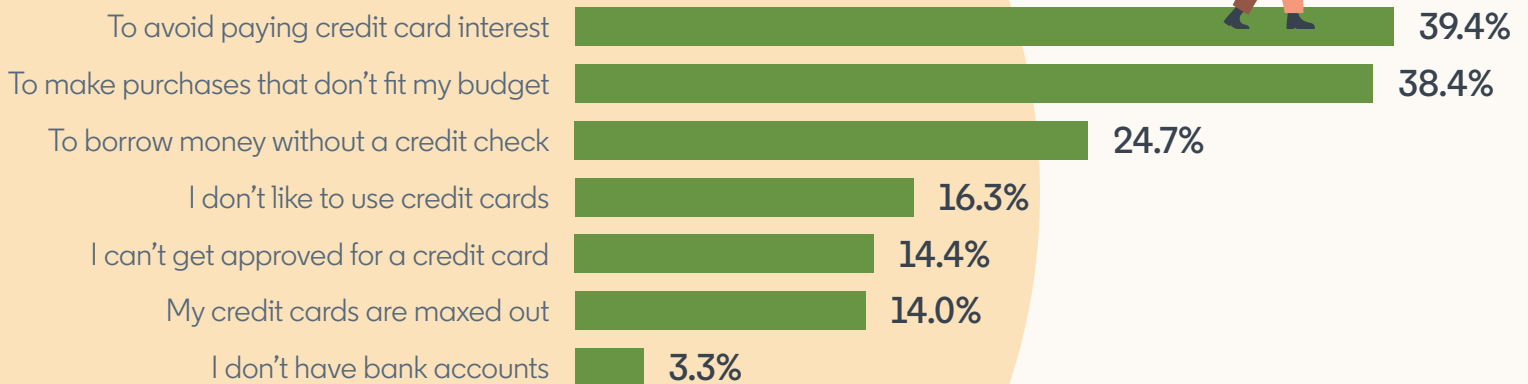
What your customers need to know now

What are the repayment terms?

More than half of consumers say they prefer BNPL to credit cards* for purchases—without fully understanding the terms for repayment.*

The fine print matters: even BNPL options that offer 0%-interest payment plans may charge late fees or retroactively charge consumers 10-30% interest when a payment is late.²

*Reasons Why US Consumers Use BNPL Services



Source: Motley Fool Survey 2020 in Insider Intelligence, "Buy Now, Pay Later Report," Feb 2022

² Source: Robin Saks Frankel, Forbes, "Buy Now, Pay Later: Here's What You Should Know," Oct 2021

Best Practices in BNPL Education

“LinkedIn is in a class of its own for a company like [our bank] or any finserv. It’s probably the only platform where you can reach that entire spectrum from 18+ getting their first credit card, all the way up to high-level wealth management. You’re not going to do that on Snapchat.”

– EVP, Global Consumer Marketing

How it works in practice

Security breaches, fine-print payment terms, and shifting “know your customer” privacy requirements increase transaction anxiety for consumers and businesses alike. LinkedIn’s highly targeted social education platform enables a leading BNPL provider to connect with key B2B and Gen Z targets to show how BNPL works for customers. Expected results include boosting brand reputation, customer loyalty, and return on engagement across key market segments.



Best Practices in BNPL Education

Trusted brands share need-to-know info up front, making BNPL a frictionless, beneficial offering for merchants and consumers alike. Aligned with BNPL research, LinkedIn recommends focusing on the following topics to win Payments market share.

How BNPL financing works to simplify purchases with players like Adyen charging merchants an incremental markup to manage transactions—and repayments.

What merchants and consumers should look for in BNPL terms and conditions—especially how BNPL payment plans can impact consumer credit and merchant transaction costs.

When BNPL is the right way for consumers to lock in prices without interest or hidden costs—and for merchants to accept global BNPL payments, with low risk and incremental fees.



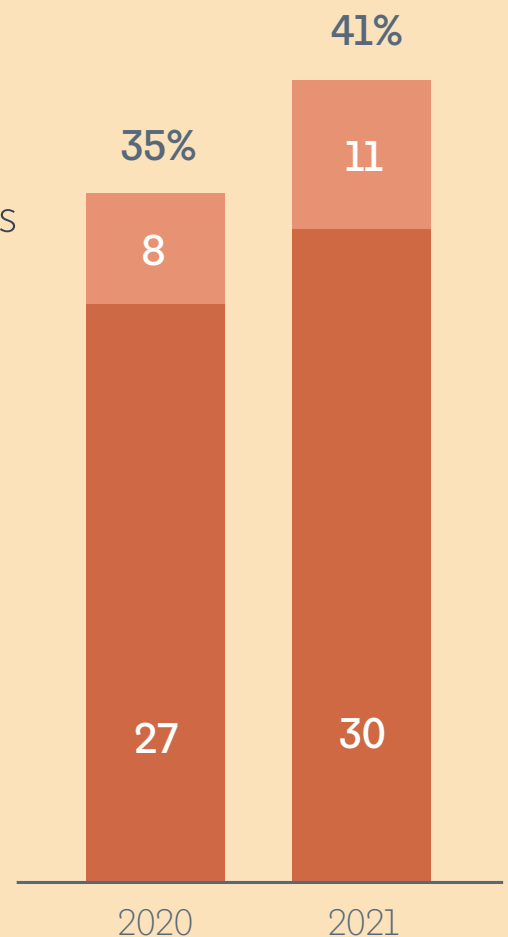
Recommendation: Educate now to grow market share

BNPL is growing fast—but earning a reputation for opaque business terms, hidden fees, and credit impact. Confidence-building, actionable insights are key to gain trust and win share of fast-growing BNPL payments.*

***BNPL is credited with incremental sales in 30% of purchases—and market penetration is growing.**

% of all respondents

■ Potential users
■ Current users



Source: McKinsey 2021 Digital Payments Survey



Recommendation: Educate now to grow market share

LinkedIn consumer education campaigns can help increase trust, build confidence, and grow spend* by clarifying terms and smart use cases for BNPL, like the ability to avoid inflation by buying now.

*7%

Advantage of LinkedIn over other social media brands in purchases of high-consideration categories in the past five years.

Source: LinkedIn

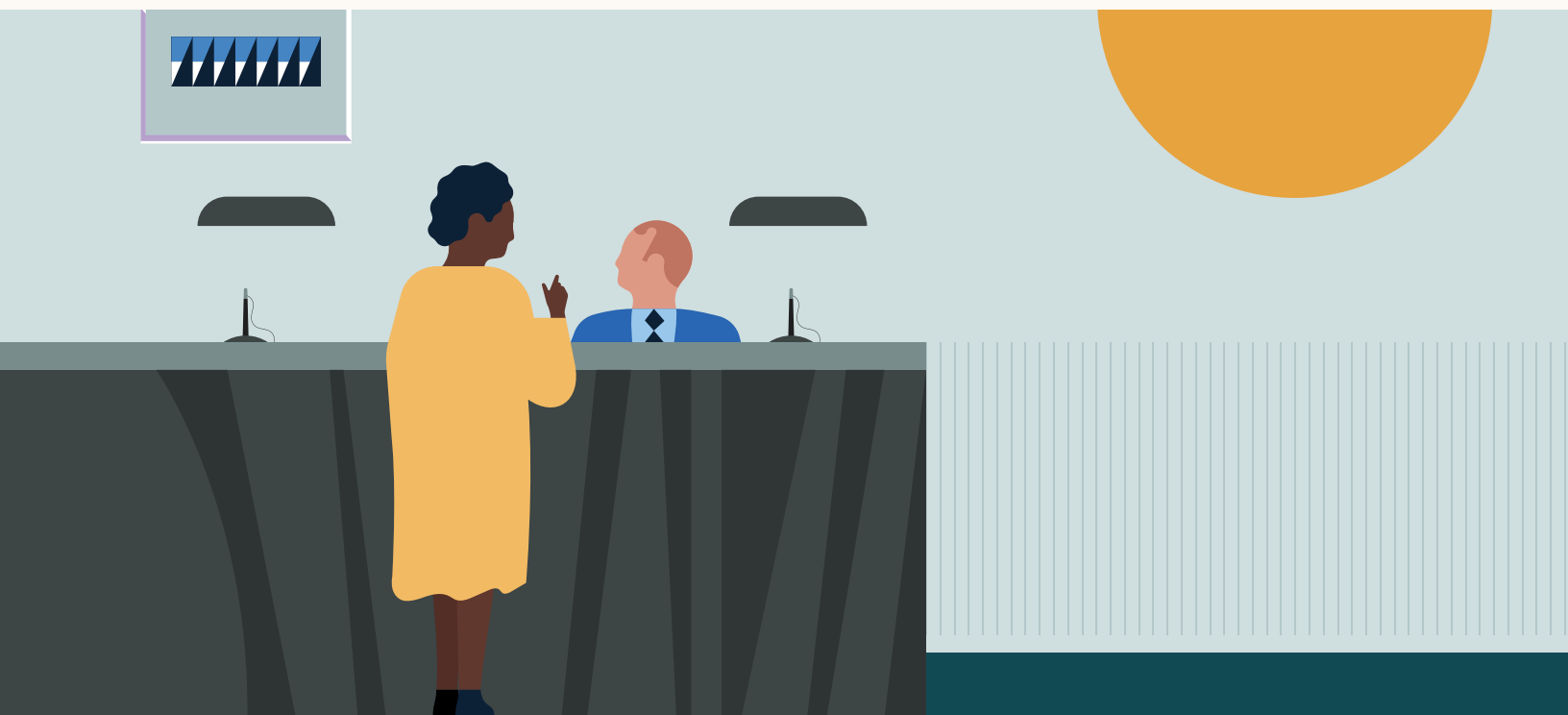


Real-time Payments: Room to Grow

Key Finding

Real-time payments soared by 41% in 2020 alone, but they're not widely understood—39% of ecommerce shoppers have initiated a dispute over a purchase due to misperceptions about real-time payments.

Sources: McKinsey 2021 Global Payments Report; PYMTS, "39% of eCommerce Shoppers Are Initiating More Disputes," Feb 2022



What your customers need to know now

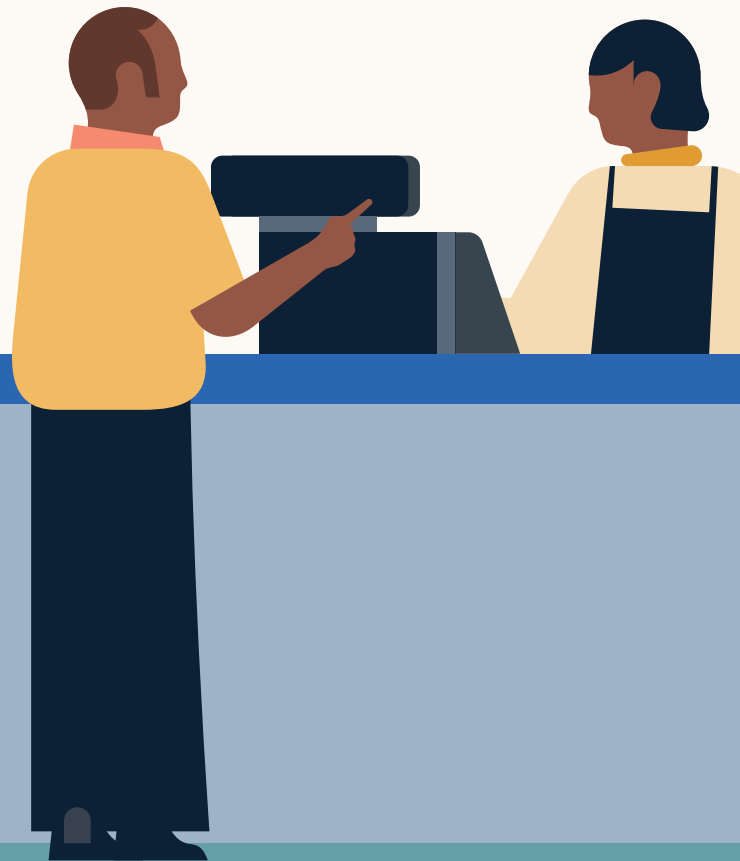
Are real-time payments immediate?

Evolving technology—including blockchain—now enables real-time payments globally, reducing processing time from a previous standard of 6-7 business days to a matter of seconds.*

60% of consumers aren't clear that real-time digital payments happen immediately, unlike standard payment processing for traditional banking and fintech apps.³

*44%

of consumers mistakenly believe that apps such as Venmo, Cash App, and PayPal provide instant access to funds.



What your customers need to know now

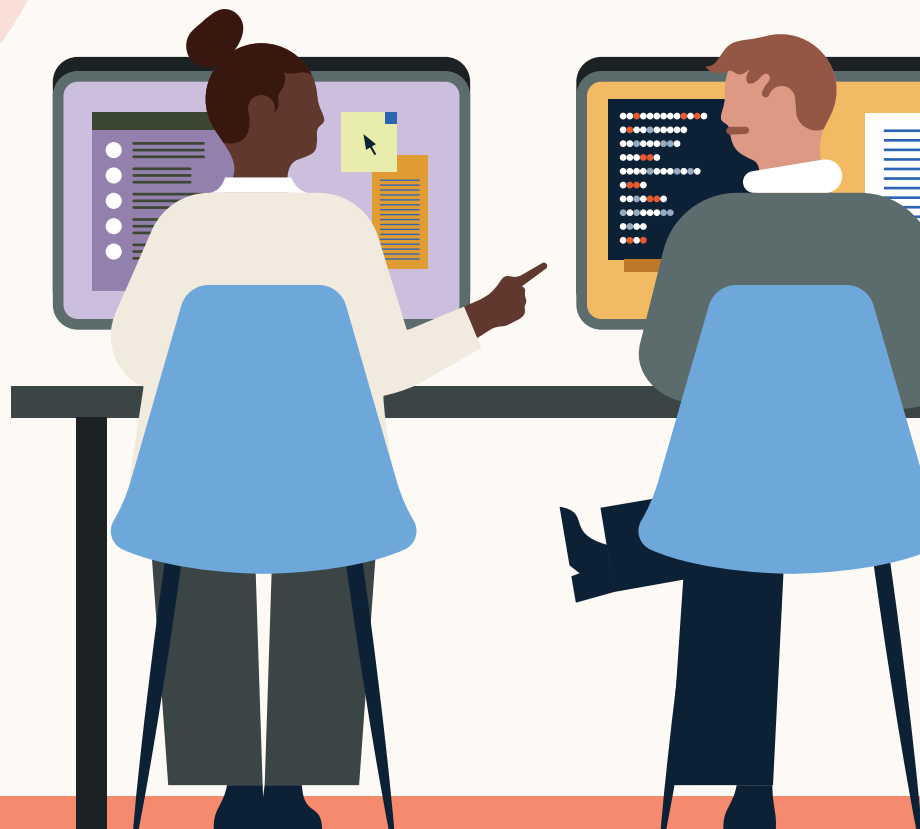
***Only 10%**

of consumers recognize that real-time payments are beneficial to avoid loans and credit card debt.

Source: Javelin Strategy & Research, "Real-Time Payments: An Urgent Priority," Oct 2021

Can real-time payments save money?

Consumers don't always understand how digital payments facilitate contactless payments, peer-to-peer transaction and ecommerce—while saving consumers fees and interest* that can rapidly accrue with BNPL and credit card payments.



What your customers need to know now

Are real-time payments good for business?

Real-time payments are increasingly used **instead of cash*** for ecommerce and contactless payments globally, fueling real-time payments growth from 17% (UK) to 58% (Singapore).⁴

*Going cashless

Cash use has dropped globally an average of 16%, ranging from 8% (UK) to 24% (US).

Source: ACI Worldwide & GlobalData,
"Prime Time for Real-Time Payments Report," 2022

⁴ Source: McKinsey 2021 Global Payments Report



Best Practices in Real-time Payments Education

“LinkedIn clearly has a better aspect of communicating in the right way with our consumers.”

—CMO, Global Digital Payments Firm

How it works in practice

Growth in contactless payments has led to increasing competition from digital wallets, neobank startups, and big-tech direct payments. LinkedIn’s B2B Edge Program is helping an established digital payments leader initiate strategic conversations with financial services leaders to enable real-time payments on its super-app, driving conversion for continued growth.



Best Practices in Real-time Payments Education

When instant transfers are confirmed prior to purchase, real-time payments can be beneficial for merchants and consumers alike. Aligned with real-time payments research, LinkedIn recommends focusing on the following topics to win payments market share.

Real-time payments work instantly and safely for consumers and merchants alike—even for cross-border transactions.

Key customer benefits include substantial savings in time, fees, and interest over traditional credit card purchases.

Benefits to retailers internationally include increasing cash flow and minimizing Days Sales Outstanding (DSOs).



Recommendation:

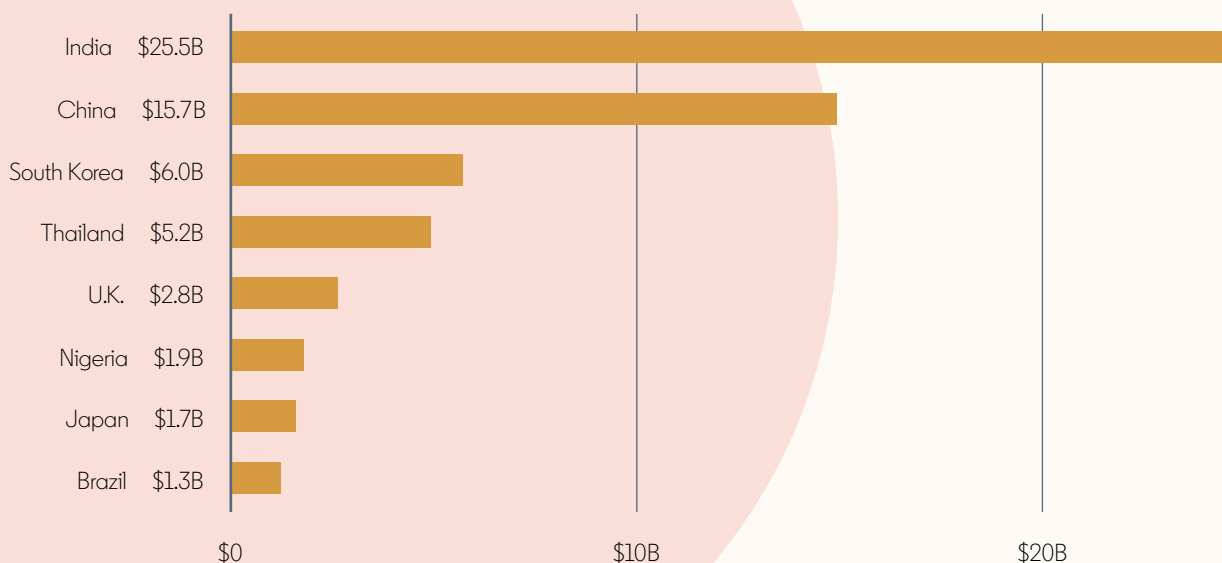
Inform to reduce friction and increase revenue

For consumers, education can reduce disputes and deliver instant gratification without hidden costs. For businesses, real-time payments offer safe, easy ways to secure sales and engage in cross-border transactions.*

Grow your B2B customer base and consumer spend** with timely, trustworthy intel about real-time digital payments on LinkedIn.

World Leaders in Real-time Payments

Transaction value of real-time payments in 2020 by country (in \$US)



Source: Statista & ACI Research,
"Prime Time for Real-Time Payments Report," Sep 2021

**Content that converts

Audiences exposed to brand and acquisition messages on LinkedIn are **6x** more likely to convert.

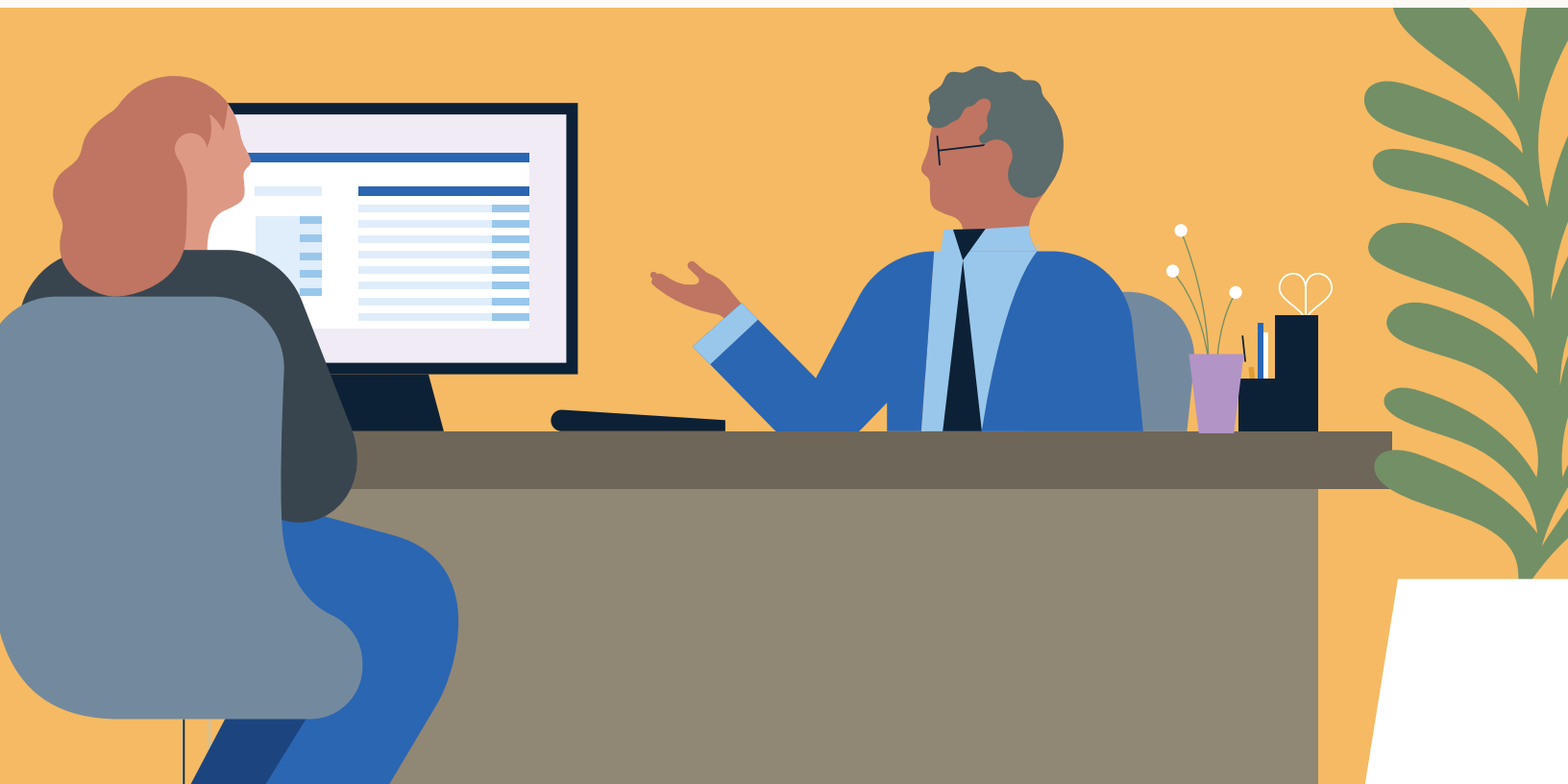
Source: LinkedIn

Crypto Payments: Futureproofing Business

Key Finding

Now that the aggregate market value of cryptocurrencies exceeds \$2 trillion, 92% of people who don't own cryptocurrency say a lack of knowledge is their main purchase inhibitor.

*Sources: PYMNTS, Cryptocurrency Payments Report, May 2021;
McKinsey 2021 Global Payments Report*



What your customers need to know now

“LinkedIn, beyond the reputation and value exchange around knowledge, their ability to do true one-to-one targeting based on where you sit professionally is very interesting.”

—SVP of Mobile, Top 5 US Bank

Is crypto too niche?

With 34M crypto owners in the US alone in 2022, crypto is already going mainstream.

The 2022 Super Bowl featured two ads for crypto exchanges and global payments providers PayPal, American Express, and Mastercard are already enabling crypto purchases, NFTs, and **metaverse transactions**.*

*Meta-Mastercard

According to the US Patent and Trademark Office, Mastercard has applied for 15 crypto- and metaverse-related trademarks—including trademarks for virtual cards and metaverse payments.

Source: Adam Morgan McCarthy, Business Insider, “Mastercard filed 15 crypto and metaverse-related trademark applications.” Apr 2022.
To explore these subjects on LinkedIn, search #fintech #cryptocurrency



What your customers need to know now

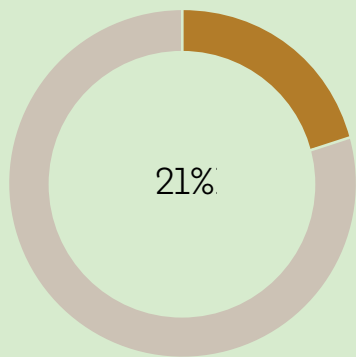
Should businesses accept crypto?

Global crypto payments are projected to increase 70% in 2022, topping \$10b.⁵

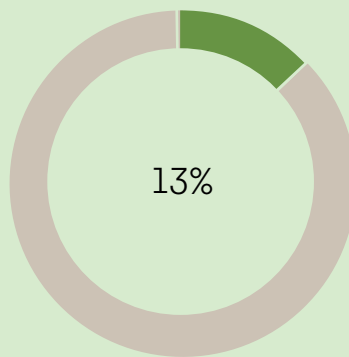
Currently only a quarter of small businesses across nine countries accept crypto—but more than half of crypto owners say they're more likely to buy* from businesses that accept crypto.

*Purchases pending

Among crypto owners, only 21% currently plan to use it for purchases and 13% want to use crypto to pay for things anonymously.



Use for purchases: 21%



Use anonymously: 13%

Source: McKinsey 2021 Global Payments Report



⁵ Source: Visa, "The Crypto Phenomenon," Sep 2021. To explore these subjects on LinkedIn, search #cryptocurrency #trading

What your customers need to know now

Can crypto function like cash?

With reduced price volatility and transaction confirmation times, stablecoins are gaining traction as a practical means of value exchange.*

Between Q1 and Q3 2021, global circulation of stablecoins grew from \$29B to \$119B. Transactions grew to \$3 trillion in Q1-2 2021 alone.⁶

*Three Cryptocurrency Asset Classes

	Traditional Cryptocurrency	Stablecoin	Central Bank Digital Currency
Description	A digital asset created and stored in blockchain—immutable, trustless, volatile.	Cryptocurrency pegged to an underlying asset, such as gold or the US dollar.	Cryptocurrency distributed by a central bank currently in pilot programs only.
Advantages	<ul style="list-style-type: none"> • Fast transaction speeds • Low cost • Security 	<ul style="list-style-type: none"> • Stability 	<ul style="list-style-type: none"> • Stability • Risk free
Disadvantages	<ul style="list-style-type: none"> • Inherently volatile • Stigma around crypto • Lack of regulation 	<ul style="list-style-type: none"> • Lack of adoption and acceptance • Possible impractical regulation 	<ul style="list-style-type: none"> • Still in pilot stage • Accessibility concerns
Popular assets	Bitcoin, Ethereum, Litecoin	Tether, USD Coin (USDC), Dai	Digital Yuan (China), Sand Dollar (Bahamas)

⁶ Source: McKinsey 2021 Global Payments Report. To explore these subjects on LinkedIn, search #cryptocurrency #bitcoin

Best Practices in Crypto Payments Education

Projections for crypto use are starting to be realized, with established payments players joining fintech to enable crypto payments. Aligned with research on cryptocurrency use for payments, LinkedIn recommends focusing on the following topics to increase understanding of crypto payments.

Tap customer demand for crypto payments.

Thousands of decentralized cryptocurrencies are already in use, collectively generating billions of dollars in global transaction volume daily.

Unlock the metaverse market. Analysts project metaverse market growth to exceed 20% and reach \$47.48 billion in 2022, rising 1,300% to \$678.8 billion by 2030.⁷

Explore stablecoin for payments. With simpler transactions via faster blockchains, stablecoin may unlock “digital cash” payments.⁸



⁷ Source: Grand View Research Metaverse Report, Mar 2021. To explore these subjects on LinkedIn, search #cryptocurrency #blockchain #trading

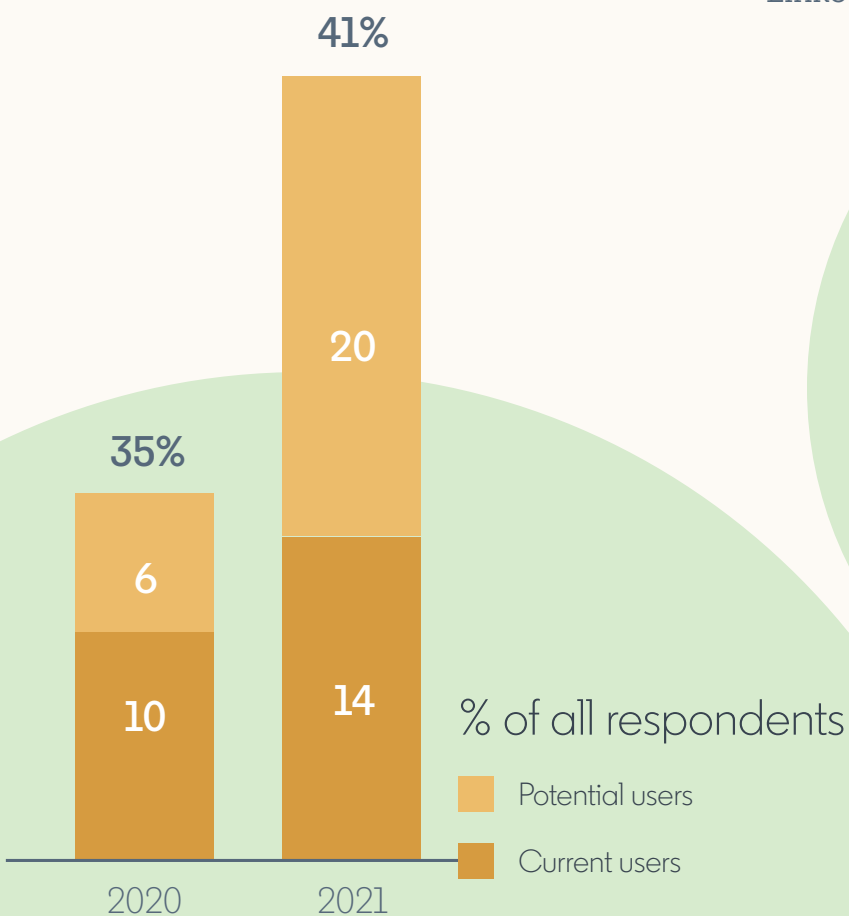
⁸ Source: McKinsey 2021 Global Payments Report

Recommendation:

Lead the conversation on crypto to win new customers.

Guide your customers into the future of payments with the actionable insights on crypto they've been searching for.* Crypto is the fastest-growing topic in digital payments, with +500% search volume growth over 5 years—especially in the last 2 years.

With consumers relying on basic Google searches to learn about crypto, there's an opportunity for financial services thought leaders to weigh in with deeper industry insights on a more trustworthy platform:** LinkedIn.



*Cryptocurrency Penetration

Source: McKinsey 2021 Digital Payments Survey.

To explore this subject on LinkedIn, search #cryptocurrency

**
#1

LinkedIn ranking for Legitimacy, Security, and Community in Business Insider's 2022 Digital Trust Study.

Please consult with LinkedIn's Sales team for current cryptocurrency ad policy.

Next Steps: Become the Go-to Brand for Payments Insights



Next Steps: Become the Go-to Brand for Payments Insights

Leading financial services companies, influencers, merchants, and consumers are already actively engaged in global conversations about payments on LinkedIn.

Marketers grow brands by building relationships on LinkedIn with people who have influence—and purchasing power.*

LinkedIn is the ideal platform for today's payments marketer to educate audiences and capture growth, market share, transaction volume, and revenue.

*

300K

Companies posting in the feed

547K

Companies and influencers gaining

1B

New connections with industry professionals

167M

Members reached by company posts

Comments, likes and shares are up

37%

year-over-year

145M

New follows

The Right People

“With LinkedIn I feel it is easy to connect with most people, but being able to identify the ones who make the decisions is priceless.”

– CMO, payments processing company

The audiences you need to reach are on LinkedIn. Here you'll find an one-of-a-kind opportunity to reach decision makers and those who influence them, adding value and fostering trust over their lifetimes. LinkedIn has the scale and unparalleled targeting capabilities marketers need to pinpoint the right payments audiences—both B2B and consumer.*

With support from LinkedIn's sales team, large-scale clients fine tune audience targeting strategies for optimum reach, frequency, and impact.

Be a LinkedIn Power Player

- **Access decision-makers:** Connect with 180M senior-level executives and 10M C-level executives on LinkedIn.
- **Hit mass scale:** Build brands with 800M+ professionals on LinkedIn.
- **Sway influencers:** 4 out of 5 LinkedIn members drive business decisions.
- **Reach big spenders:** LinkedIn audience has 2X the buying power of the average web audience.



The Right Place

“In the payments industry, we need to provide category education before we can grow market share.”

—Fintech CMO

Not all media is created equal when it comes to building trust. Give your customers the reliable information they seek via a source they already trust: LinkedIn.* This is where professionals come to build relationships and brands, in an environment purpose-built to inspire confidence.

*94%

of LinkedIn members trust what they see on LinkedIn's platform—50% higher than its closest competitor.

Source: LinkedIn



The Right Tools

Category education is an up-front cost of doing business in payments today—but when an educational campaign connects with customers, it yields a lifetime of rewards. Whether your objective is to build awareness, fuel consideration, or drive conversions*, LinkedIn has the right advertising tools to accomplish your goals.

*Companies with an engaged LinkedIn Page see higher conversion, up to

61%

Source: LinkedIn

*12%

lower cost per conversion

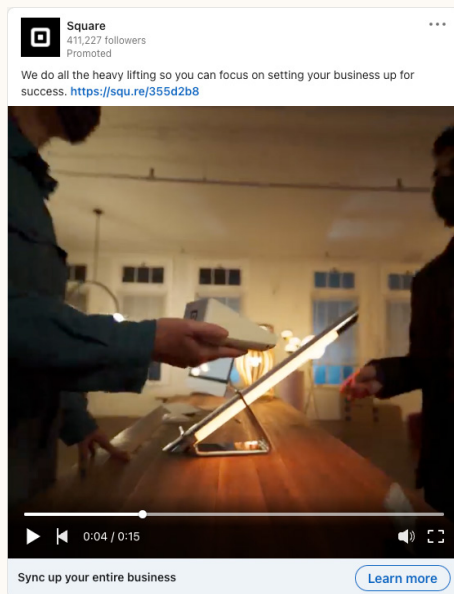
Source: LinkedIn



The Right Tools

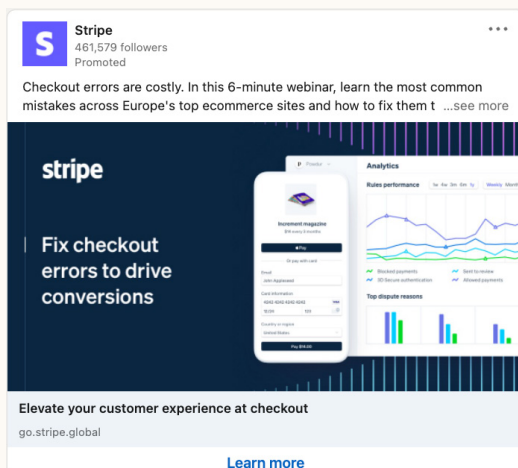
Video and Carousel Ads

Draw vast audiences into a deeper story, like Square does here.



Follower Ads

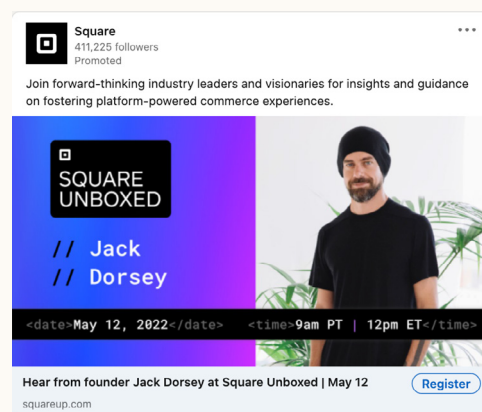
Establish trust with targeted, highly relevant content, like Stripe's successful campaigns.



Connect with your LinkedIn specialist for your next payments campaign, and select proven LinkedIn campaign tools for education, trust-building, and conversion:

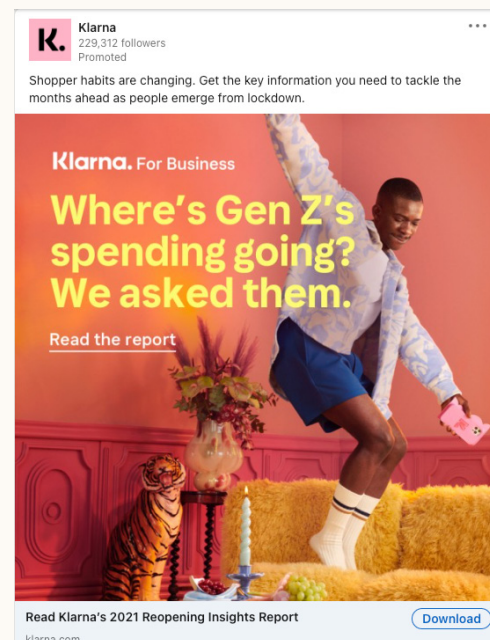
Events

Create moments to engage audiences and build relationships, like Square Unboxed programs do.



Conversation Ads

Supercharge efforts to create 1:1 relationships with LinkedIn's powerful AI engine, as Klarna does with this compelling campaign.



The Right Message

*Top 5 Financial Services Topics

#fintech
#cryptocurrency
#bitcoin
#blockchain
#trading

Source: LinkedIn

Give your customers the reliable information they seek—just like you’ve found in this guide. Count on LinkedIn Marketing Solutions to provide valuable insights that make sense of **emerging trends*** and help you establish relationships with your customer.

LinkedIn helps clients understand what topics people are talking about on the platform, identifying conversational white space to fill with unique **content that distinguishes you from your competitors.****

**Opportunity alert

Whitespace analysis indicates that these topics generate the most engagement, with relatively low competition for attention on

LinkedIn:

- Buy now, pay later
- Mobile payment
- Financial technology
- Digital currency

Source: LinkedIn



Take the Lead in Payments on LinkedIn

“All the people that we need to reach—high net worth, folks around the world that have great influence—they are all on LinkedIn.”

–Fintech CMO

Connect

Connect with key customers on LinkedIn to shorten the buyer journey from awareness to conversion. Give your next payments campaign the power to sway 167 million potential customers with LinkedIn’s support and expertise.

Share

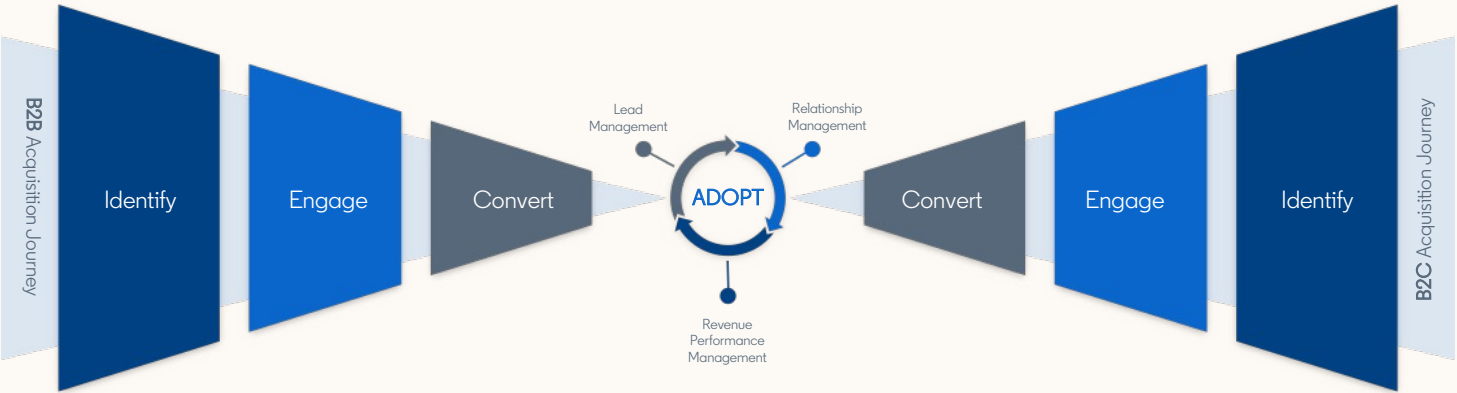
Share creative solutions on LinkedIn. Impress 547,000 financial industry decision makers with your brand’s creative approaches to payments on LinkedIn. Pro tip: include the hashtag #paymentsleaders, and LinkedIn may showcase your brand’s best work in blog posts and webinars reaching over 800 million professionals.

Engage

Engage industry leaders on LinkedIn. Join the discussion in progress with 1.2 million finance industry thought leaders on LinkedIn—just comment on payments trends in this Playbook with the tag #finance.

Win

Win new payments customers with inside-track marketing insights from LinkedIn. To stay on top of industry trends, subscribe to the [LinkedIn Marketing Solutions blog](#).



Business Objective	Finance, procurement, and operations decision-makers and influencers at 5 key accounts	Share personalized content by role, addressing challenges and illustrating benefits	Sales meeting with key stakeholders	Increase utilization	Individual signs up for trial offer and opens account	Aspirational content that shows how a credit card supports lifestyle and supporting reward information	High-wealth, credit-worthy individuals
Action	Prioritize buyers and influencers; leverage data and insights tools to target	Create and deliver content that deepens trust through thought leadership	Nurture prospects to capture contact information and documentation	Increase retention, communication, cross-sell, up-sell	Leverage lead generation tools	Create and deliver content to deepen trust through customer advocacy	Prioritize individuals, leveraging data and insight tools to target
Solution	Matched audiences, account targeting, function targeting, insights tag	Direct sponsored content, carousel ads, video ads, message ads	Message ads, Smartlinks, conversion tag	Message ads, direct sponsored content, carousel ads, video ads, insights tag	Message ads, lead gen ads, conversion tag	Direct sponsored content, carousel ads, video ads	Matched audiences, company/experience targeting, interest/group targeting, insights tag

Key Works Referenced

[LinkedIn Marketing Blog](#)

ACI Worldwide & GlobalData, "Prime Time for Real-Time Payments Report," 2022

Credit Karma/Qualtrics BNPL study, Sep 2021

Grand View Research, "Real-Time Payments Market Analysis Report," Jan 2022

Javelin Strategy & Research, "Real-Time Payments: An Urgent Priority," Oct 2021

Kaleido Intelligence, "Digital BNPL & ePOS Financing: Market Outlook," Sep 2022

McKinsey 2021 Global Payments Report

Visa, "The Crypto Phenomenon," Sep 2021

Zelle, "Consumers and Their Finances," 2021

Glossary of Key Terms



Blockchain – a system for recording digital transactions across a network in a distributed ledger

Buy now, pay later (BNPL) – a point-of-sale loan that the buyer repays in installments

Contactless payments – transactions made with the tap of a payment card or payment-enabled device

Cryptocurrency (crypto) – a digital asset or virtual currency secured by cryptography, typically issued and distributed by non-government entities

Metaverse – a shared virtual space accessible via the internet for virtual interactions, online games, and digital transactions

Neobank – a fintech company offering nontraditional digital banking services, typically through a mobile app

Non-fungible tokens (NFTs) – unique assets secured by cryptography to prevent duplication; may digitally represent real-world assets, like art or collectibles

Peer-to-peer payments (P2P payments) – transactions where mobile app users pay each other through a linked account or card

Real-time payments – digital payment transactions that are initiated and settled within seconds

Stablecoin - cryptocurrency pegged to a underlying asset such as gold or US dollar, so that it holds value and is less volatile than other crypto