

Understanding Cross-Border Usage

Cardholders are increasingly traveling abroad where they may spend more.

Cross-border eCommerce purchasing is also on the rise as cardholders buy more from merchants around the globe. A survey of consumers in 12 countries found that "70% of online buyers made a purchase from a foreign site in 2017, up 6 percentage points from the year before".*



UNDERSTANDING CROSS-BORDER USAGE

- 1 How much of your sales volume is from cross-border transactions and how does this vary by product?
- 2 How much of the volume is due to international travel compared to online cross-border purchases and how do you compare to benchmarks**?
- 3 In which markets is your cross-border sales volume concentrated and how do you compare to benchmarks?

ACTION THROUGH ANALYTICS

-  Segment and monitor cross-border travelers
-  Target with offers
-  Provide relevant communication when traveling

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* eMarketer, "Cross-Border Ecommerce 2018: A Country by Country Comparison", 28 Mar 2018

** All benchmarks are based on a competitive peer set

1 How much of your sales volume is from cross-border transactions and how does this vary by product?



SAMPLE INSIGHTS

- 46% of all transactions and 44% of transaction volume come from cross-border transactions.
- 27% of all cross-border transactions are made using credit and 6% with debit.

Dom/Intl	Account Funding Source	Trans Cnt % Tot	Trans Amt % Tot
Intl.	Total	46.07%	44.18%
	Credit	27.32%	24.15%
	Debit	6.13%	6.46%
	Deferred Debit	9.80%	12.22%
	Prepaid	2.82%	1.35%

Illustrative data

ECI/MOTO Group	June 2019	
	Trans Amt % Tot	Country Trans Amt % Tot
Total	100%	100%
ECI	53.43%	58.62%
FACE-TO-FACE	41.81%	36.20%
MOTO	4.50%	4.79%
RECURRING INSTALLMENT	0.26%	0.39%

Illustrative data

2 How much of the volume is due to international travel compared to online cross-border purchases and how do you compare to benchmarks*?



SAMPLE INSIGHTS

- 53% of cross-border credit volume is from eCommerce (i.e. ECI) and we are slightly lower than benchmarks.
- Just under 42% of our cross-border credit transactions are from travelers making purchases while abroad which is higher than benchmarks.

3 In which markets is your cross-border sales volume concentrated and how do you compare to benchmarks?



SAMPLE INSIGHTS

- Just under 22% of cross-border transactions are from Luxembourg, but benchmarks see over 25%; however our growth rates for Luxembourg are higher.
- The next highest market is Italy where we are higher than benchmarks both in the cross-border transaction volume as well as associated growth rates.

Merchant Country	June 2019			
	Trans Amt % Tot	Country Trans Amt % Tot	Trans Amt Y/Y Growth Rate	Country Trans Amt Y/Y Growth Rate
Total	100%	100%	0.88%	(6.31%)
LUXEMBOURG	21.59%	25.52%	9.21%	5.31%
ITALY	11.40%	7.20%	40.00%	9.44%
UNITED KINGDOM	10.09%	10.98%	(55.82%)	(52.64%)
NETHERLANDS	7.04%	6.96%	32.56%	26.77%
SPAIN	6.61%	6.43%	19.09%	6.37%

Illustrative data

ADDITIONAL INSIGHTS



How does your cross-border volume vary by market segment?



What are the top 10 merchants for cross-border purchases from within the issuer's portfolio?



How do your approval rates for international transactions compare to domestic transactions?

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* All benchmarks are based on a competitive peer set