

Depth. Focus. Service.

## Survey Based On:

- An national online panel of 2,000 small businesses targeting business leaders and decision makers surveyed in March using a national online research panel
- Provides a projectable U.S. national sample

## Benefits of Membership

These reports provide deep demographic insight on key market trends among U.S. small businesses, a large and critical business segment that represents a major opportunity for payments and financial services firms.

- An annual series of 3 survey reports on payment acceptance, business-to-business payments and business credit cards, and business banking services, highlighting key market trends with opportunities for our clients
- A full set of cross-tabulation reports to provide greater detail on small business subsegments
- PowerPoint presentations summarizing the survey data by topic
- Access to full library of all published Small Business Payments and Banking Survey reports
- Access to Primary Data Manager to address questions or issues that can be answered from the data

# SMALL BUSINESS PAYMENTSINSIGHTS

U.S. small businesses are often heralded as the engines of job creation and entrepreneurial activity. Yet small businesses are frequently the orphan business line in many financial institutions and payment providers, underappreciated and poorly served. Mercator Advisory Group's Small Business PaymentsInsights survey provides data and expert analysis on the small business payments market in the United States through a series of three annual Insight Summary Reports based on a national survey conducted annually among business owners, leaders, and decision makers at U.S. small businesses whose revenues are between \$500,000 and \$10 million per year.

## Full year subscription to Small Business PaymentsInsights:

- Provides critical industry insight into the payment acceptance practices, business credit and payments used for business-to-business (B2B) payments, business banking, loans, and other small business services
- Identifies key shifts and year-over-year trends in small business payment, outlook, and banking channels

## MAJOR CONTENT AREAS INCLUDE:

**PAYMENT ACCEPTANCE:** What services do U.S. small businesses use today? Where do they obtain these services? How many accept payment cards, ACH, or other payment types? How do they choose payment processors? How do they achieve omnicommerce capabilities?

**B2B PAYMENTS AND BUSINESS CREDIT CARDS:** What are small businesses' preferred payment types? Why do they use personal cards and funds for business payments? Which business credit card features do they value most highly? Which brands? To what extent do they borrow on business credit cards?

**DEPOSITORY AND LOAN SERVICES:** What types of business banking accounts and services do they have and with what types of providers? What types of loans do they need? How important is online and mobile banking to small businesses? To what extent are they visiting the branch and why? Are they going to alternative providers?

**BUSINESS OUTLOOK AND DEMOGRAPHICS**

# SMALL BUSINESS PAYMENTSINSIGHTS

## Survey Contents

### 1. Payment acceptance

- a. Tender types accepted, including both B2B and B2C sales
- b. Reasons for not accepting payments cards
- c. Special requirements: recurring billing, cross-border, lockbox
- d. Payments services used (POS, eCommerce, etc.), vendor types used (acquirer, ISO, etc.)
- e. Selection criteria for card processing provider
- f. Pain points of payment service providers
- g. Pricing methods used
- h. Interest for and consideration of new payment types (contactless, mobile payments, digital wallets, Bitcoin, gift cards)
- i. POS terminal types used (including tablet, mobile, wireless, custom POS)
- j. eCommerce acquiring/gateway/related services
- k. Cash or other payment preferences and steering
- l. Multi-channel sales integration status and interest

### 3. Depository and loan services

- a. Business DDA and cash management relationships
- b. Existing lines/loans
- c. Peer to peer lending sources and reasons for use
- d. Mobile and online banking tools
- e. Role of bank branch in service delivery and as advice or support provider
- f. Use of wealth management services by business owner

### 2. Payment types used for B2B payments

- a. Use of personal checking and credit cards for business
- b. Importance of business card features
- c. Coin and currency services, night deposit, RDC/MRDC, analytics
- d. Business DDA, checks, business debit
- e. ACH
- f. Focus on card payments
  - i. Use of credit line
  - ii. Number of employee cards issued
  - iii. Key product features—rewards, account controls, reporting
  - iv. Reasons for using personal credit cards instead of business cards
- g. Payroll services
- h. Provider overlap with company banking relationships

### 4. Business outlook and demographics

- a. Business climate outlook
- b. Hiring outlook
- c. Borrowing outlook
- d. Omncommerce interests/concerns
- e. Cash flow management challenges
- f. Customer orientation: B2B, B2C
- g. Sales channels used
- h. Industry verticals
- i. Number of employees
- j. Annual sales
- k. Percent sales by channel
- l. Millennial owners

## Contact Information To Discuss Specific Interests:

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