

Consumers are using digital channels when considering where to shop.

Research shows that consumers prefer using digital channels such as a business website or social media when determining where to shop.

Setting up and promoting your business online may help consumers find and do business with you.



52% of consumers surveyed often search online and/or check the business website before visiting a new business



63% of consumers surveyed prefer to hear from a business digitally, such as through e-mail, social media, or the business website



61% of consumers surveyed plan to increase their online purchases in the next 5 years



78% of consumers surveyed plan to decrease or keep consistent their in-store purchases in the next 5 years

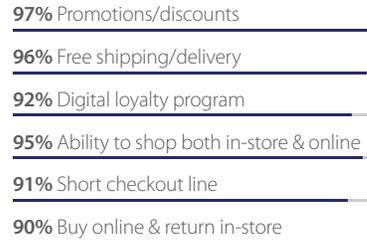
Consumers value digital tools and services that simplify the shopping experience.

Digital tools and services that simplify the shopping experience are important motivating factors for consumers when deciding where to shop. Offering such benefits can motivate consumers to do business with you.

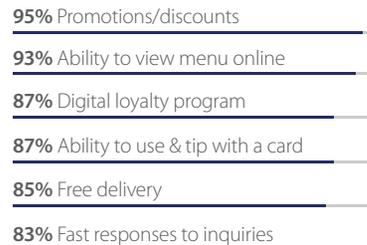
Consumers' top motivating shopping preferences include:



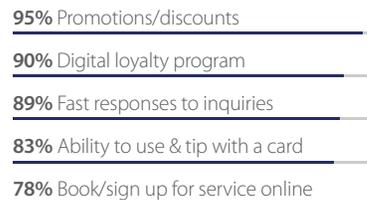
Stores*



Restaurants



Services



Digital payments may positively impact your bottom line.

Based on a recent survey, SMBs reported that accepting digital payments increases their business's revenue and reduces expenses.



8%: Average revenue increase SMBs reported after accepting digital payments¹



57% Less: As reported by SMBs, the average estimated cost of processing digital payments, inclusive of direct expenses and labor costs, compared to processing non-digital payments²

Showing welcomed acceptance for digital payment methods can help shift more volume towards digital payments and potentially impact your business's bottom line.



82% of consumers surveyed dislike shopping at businesses that require minimums or surcharges for digital payment purchases



66% of consumers surveyed say they would choose to shop solely with their card

Digital transformation is happening now, and it's happening fast! Consumers are motivated to buy from businesses that offer convenient and easy shopping experiences – such as the ability to shop both in-store and online, use digital payments, and keep up with their favorite products and services online.

Did you know...



52% of consumers surveyed say they would prefer to shop exclusively online



Over **80%** of consumers surveyed mention that digital related benefits, such as an easy-to-use website or a digital loyalty program, are motivating factors when deciding where to shop



78% of consumers surveyed rank a digital payment method, such as paying with a card or mobile device, as their #1 preferred payment option

Take full advantage of all the digital tools and services available to help grow your business.

Learn more by visiting
www.visa.com/smbDigital

Consumer preferences are shaping how commerce should take place. Businesses are using digital tools and services to compete and thrive. Learn more about how you can digitally transform your business.

Visit www.visa.com/smbDigital for more details.



PaymentSpring is a registered ISO/MSP of First National Bank of Omaha, Omaha, NE, and Wells Fargo Bank, N.A., Concord, CA. Insights from Visa's Digital Transformation Research, 2018 Maru/Matchbox survey. See *Digital Transformation of SMBs: The Future of Commerce* on www.visa.com/smbDigital for more details

*Based on retail, includes drugstores and groceries

¹Based on survey participants who reported either specific increase or no impact in sales volume after accepting digital payments. No participant reported decrease in sales volume.

²Based on 2018 Maru/Matchbox survey. Digital payments defined as wire transfers, cards such as credit, debit, prepaid, mobile payments and peer-to-peer payments. Non-digital payments defined as cash, check and money orders. See *Digital Transformation of SMBs: The Future of Commerce* findings on www.visa.com/smbDigital for more details.

What does Digital Transformation mean for your business?

Learn how you can transform your small or medium size business (SMB) digitally.

