



YOUR THOUGHT LEADERSHIP

powered by TSG

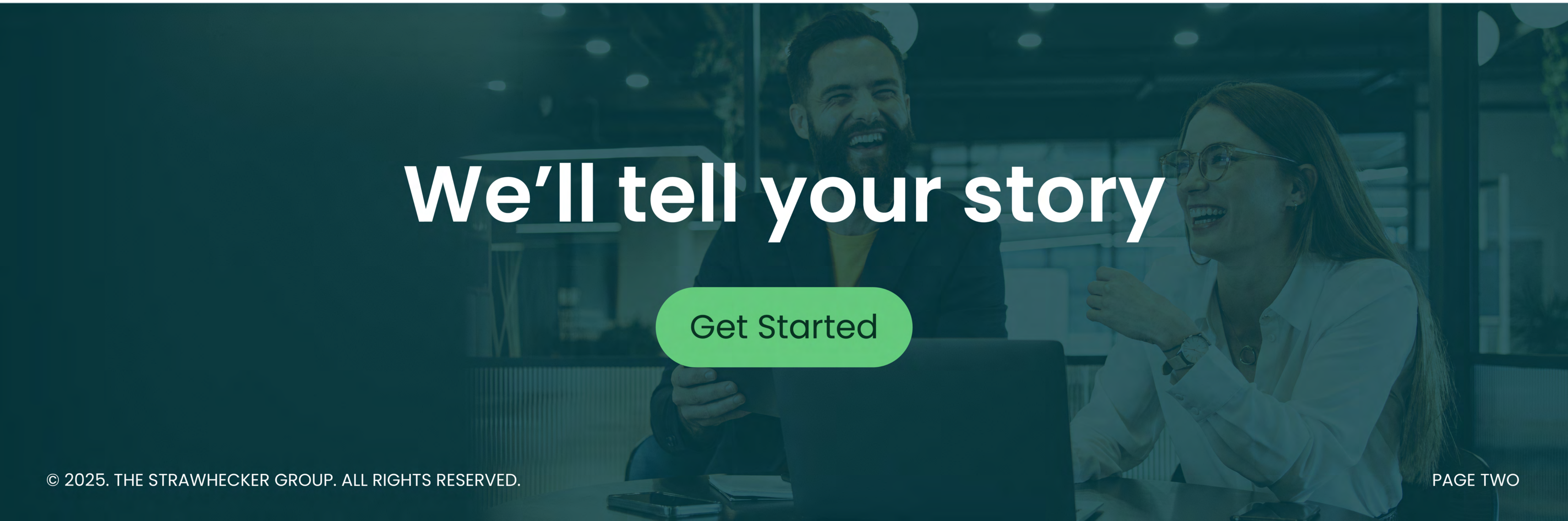
2025 BrandInfluence Media Kit

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WE UNDERSTAND...

- Merchant by Industry
- SaaS Platforms/ISVs
- Merchant Acquirers
- Payment Gateways
- Point of Sale Companies
- Card Networks
- Alternative Payment Methods
- Marketplaces
- Embedded Lenders
- And More...



We'll tell your story

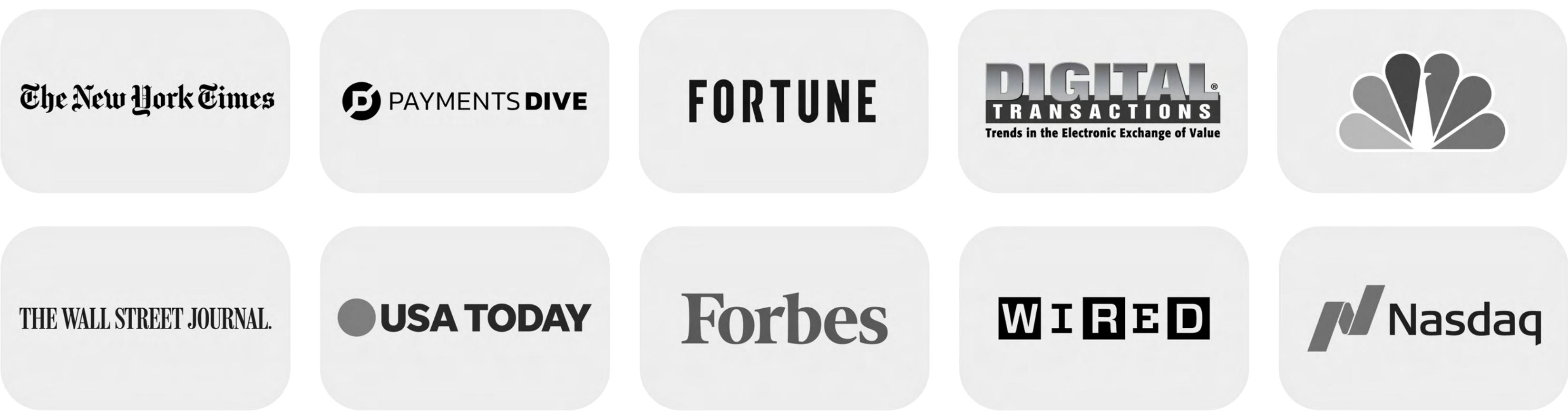
Get Started

We combine payments expertise, robust research, and talented design to develop unique, payments-focused content that will resonate with your audience.

SOME OF THE BRANDS THAT HAVE CONNECTED WITH US ON PUBLIC CONTENT:



WE ARE THE CREDIBLE THIRD-PARTY



THE WALL STREET JOURNAL

[How to Prepare for Buy-Now-Pay-Later Purchases Showing Up on Credit Reports](#)

FORTUNE

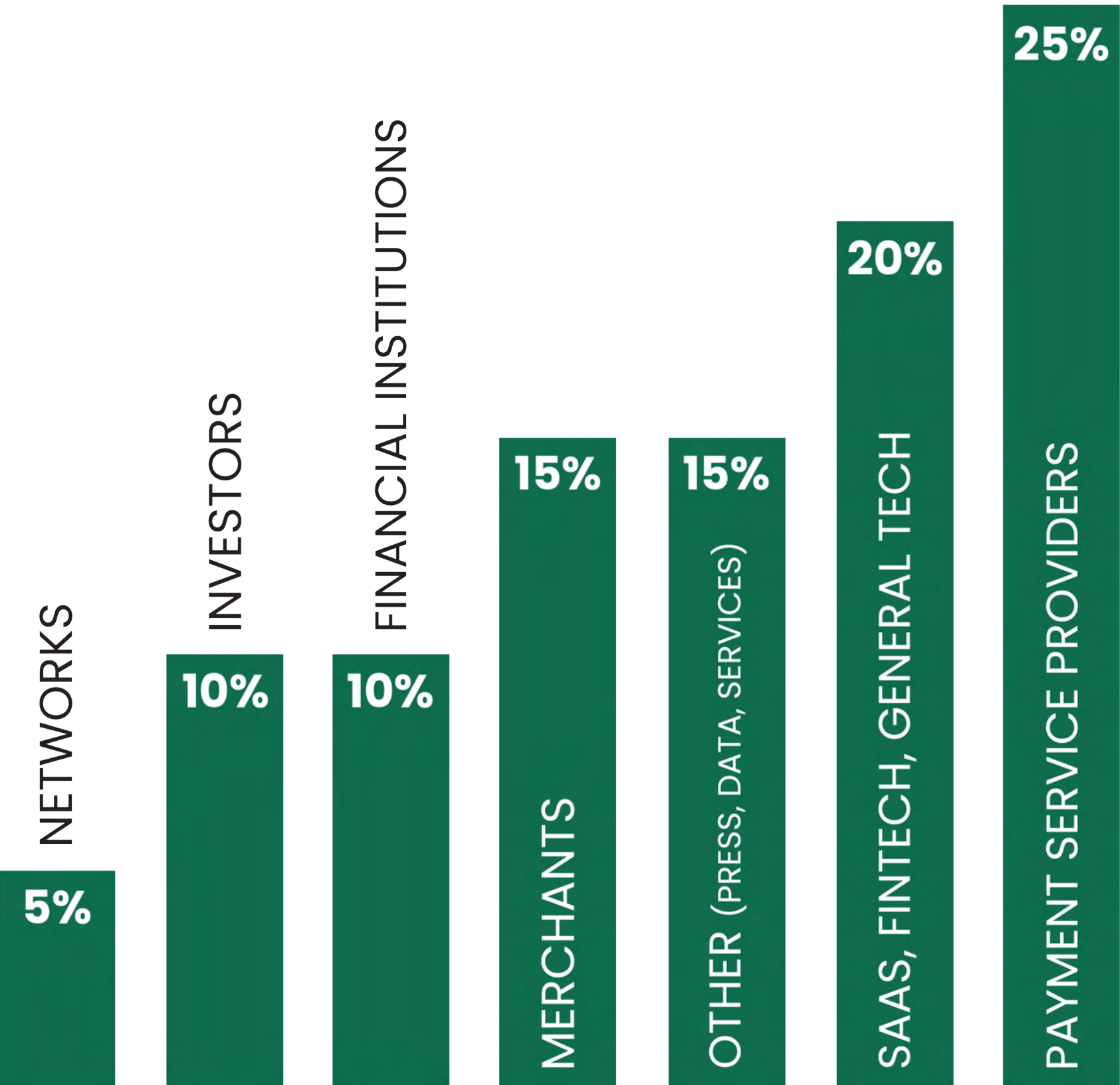
[What are credit card surcharges and where are they legal?](#)

NBC

[Waiting for your tax refund? There are other ways to get cash back all year long](#)

REACH THE PAYMENTS INDUSTRY

or have us white-label content to focus on your channels



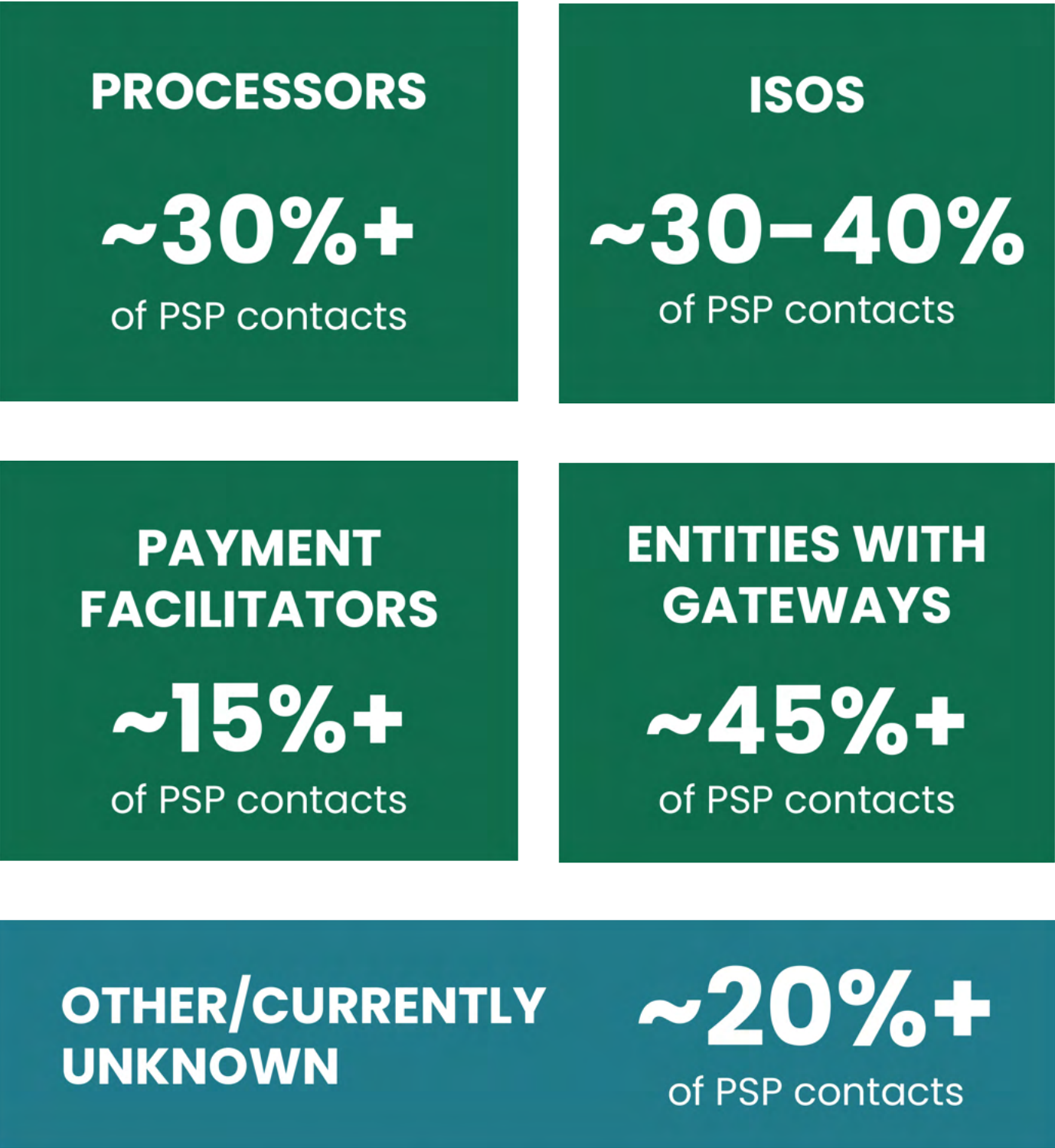
THOUSANDS OF DECISION
MAKERS ACROSS THE INDUSTRY

● UNITED STATES ● INTERNATIONAL



¹Includes a level of overlap with TSG channels
²Numbers are rounded, may vary by channel

PSP AUDIENCE BREAKDOWN³



³Entities fall into more than one subcategory
⁴Figures do not sum to 100% due to 'multi-role' aspect noted above

AUDIENCE DEMOGRAPHICS

PAYMENTS FOCUSED

69% work for a PSP, Fintech, or Financial Institution

LONG-TENURED

69% have been in the payments industry for over 16 years

POWER READERS

Nearly 46% check out TSG’s content 5+ times per month

NewsFilter (our flagship newsletter) ranks first for readers that frequent multiple payments publications

Readers spend ~3.8 hours consuming payments-related news per week

GENERATIONAL

More than 60% are Millennials or Gen X

ROLE

The top 3 departments are sales & product, research, and operations

¹Based on TSG audience survey

AUDIENCE ENGAGEMENT

EMAIL MARKETING

Average click through rate: **20%**
VS. industry benchmark of 8%

Bounce rates: **<0.2%**

SOCIAL MEDIA

43% of our audience follows us on at least one social platform

Average monthly organic content impressions: **10k**

Average engagement rate: **6%**

Audience growth: **7.5% YOY**

Follower count:
Linkedin: 4,400+ | **X:** 10,100+ | **Meta:** 2,350+

WEB

100k clicks on press and thought leadership weblinks in 2023

NEWSLETTER ADVERTISING OPPORTUNITIES

NewsFilter, TSG’s flagship newsletter, provides readers with a biweekly round-up of the latest news, thought leadership, interviews, and more. Our readership is highly engaged and includes decision-makers across the global payments ecosystem.

NEWSFILTER AD SPECS

- **Header Banner Ad** – 530x130px banner with hyperlink provided by advertiser.
- **Body Ad** – 250x208px graphic with hyperlink, a 120-character paragraph of copy, and/or a headline provided by advertiser.
- **Body Banner Ad** – 530x165px banner with hyperlink provided by advertiser.
- Graphics must be JPEG or PNG files.
- Ads may be switched as requested (TSG requires two days' notice).
- Monthly ad impressions are provided upon request; however, TSG does not share specific click metrics.
 - Advertisers are encouraged to create trackable UTM links.

PAST ADVERTISERS

- BlueSnap
 - NMI
 - Payroc
 - PayTrace
 - eProcessing Network
- Worldpay
 - Blankfactor
 - ETA
 - Money 20/20

RATES PER MONTH		PLACEMENT	1 MONTH (8 placements)	2 MONTH (16 placements)	MOST POPULAR 3 MONTH (24 placements)	6 MONTH (48 placements)	12 MONTH (104 placements)
DIAMOND		BANNER AD IS PLACED AT THE TOP SECTION	\$2,900	\$2,700	\$2,500	\$2,300	\$2,100
PLATINUM		CONTENT + AD PLACED IN TOP HALF	\$2,700	\$2,500	\$2,300	\$2,100	\$1,900
GOLD		BANNER AD IS PLACED IN THE TOP HALF	\$2,500	\$2,300	\$2,100	\$1,900	\$1,700
SILVER		BANNER AD IS PLACED IN THE BOTTOM HALF	\$2,100	\$1,900	\$1,700	\$1,500	\$1,300

YOU PICK THE APPROACH

CONTENT TYPES

Whitepapers

Infographics

Articles

Press Releases

Interviews

Speaking Events

Pitch Decks

Videos

Webinars/Podcasts

Sponsored TSG Reports

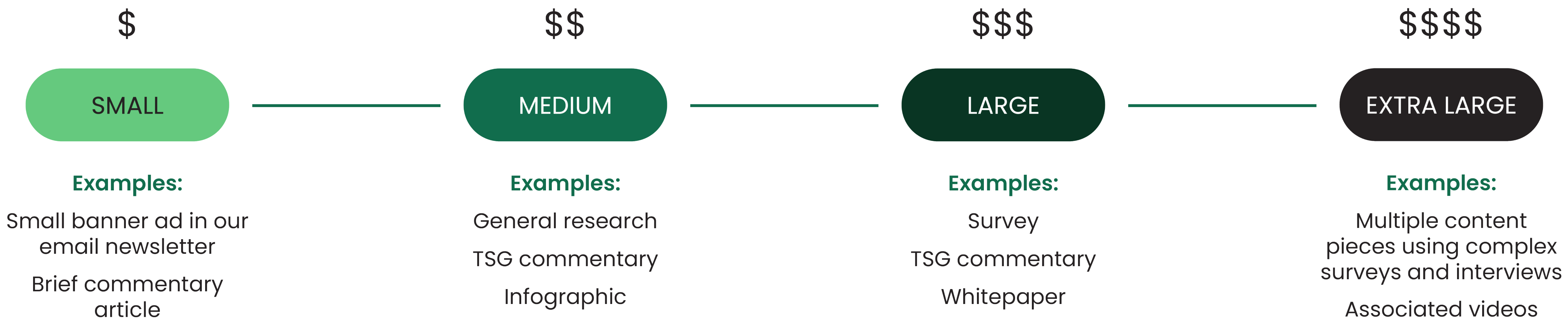
NewsFilter Email Ad Space

Have Something Else in Mind? Let Us Know

CONTENT OPTIONS

CO-BRAND OR WHITE-LABEL	ADD DATA	DISTRIBUTE
Co-brand with us or let us take charge in developing content fully under your brand guidelines	- Tailored surveys & interviews - Proprietary big data from our AIM or GEM platform - Insights & quotes from our deep bench of subject matter experts	We can distribute content via our channels <i>(if co-branded)</i> - Email, web, social media - Media reach outs - Ad campaigns

WE’LL BUILD A PROJECT THAT FITS



OFFERS

TIER 1: SPEND \$25,000 And receive one month of ad space in NewsFilter	TIER 2: SPEND \$50,000 And receive a publicized executive interview	TIER 3: SPEND \$75,000 And receive Tier 1 and Tier 2 benefits
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WHY CHOOSE US?



PAYMENTS EXPERTISE

Our team has completed onsite projects in six continents across various topics from creating technology platforms to market penetration strategies. We understand what it takes to win in payments.

With a focus on the global payments industry, **we guide 40+ of the top 50 U.S. merchant acquirers, including 9 of the top 10.**

We've worked with the top 6 global card networks, countless financial institutions, dozens of leading investment firms, and a growing base of SaaS platforms.



PAYMENTS RESEARCH

We have individuals with extensive experience & masters' degrees in industrial organizational psychology - we drive compelling surveys and interviews.

We leverage methodologies such as Conjoint, MaxDiff, Van Westendorp, Key Driver, & more.

We've completed **hundreds of analyses** on the global payments landscape.



PAYMENTS DATA

Our Acquiring Industry Metrics (AIM) platform contains market benchmarks at a micro and macro-level. AIM has credit and debit card data on nearly 4M merchants in 250+ industries.

75% of total U.S. dollar volume is managed by AIM users.

Our Global Experience Monitoring (GEM) platform is the only tool of its kind that benchmarks experiences from a merchant, developer, and technical perspective.

GEM benchmarks data from 30+ countries.

USE CASES



REDUCING FRICTION FOR HEALTHCARE PAYMENTS SYSTEMS

Bank of America wanted to connect with enterprise healthcare providers by addressing friction in patient payments. We surveyed 650+ U.S. healthcare providers and used the data to produce this clear, succinct piece.

PARTNERSHIP:

Bank of America

FORMAT:

Infographic

View Infographic



SOFTPOS: NEXT GENERATION POINT-OF-SALE SOLUTION

Discover wanted to educate the market on the SoftPOS trend and showcase the technology’s value. We tapped into our Senior Associate base for insights to produce this piece covering global facets of SoftPOS and its impact on the U.S. market.

PARTNERSHIP:

Discover Global Network

FORMAT:

Whitepaper

View Whitepaper



2024 DIRECTORY OF U.S. MERCHANT ACQUIRERS

We produce an annual Directory of U.S. Merchant Acquirers, which features 11,000+ data points on 300+ companies. This is a buyers guide and popular source for ranking U.S. acquirers. Chargeback Gurus sponsored the report, gaining name recognition across the ecosystem.

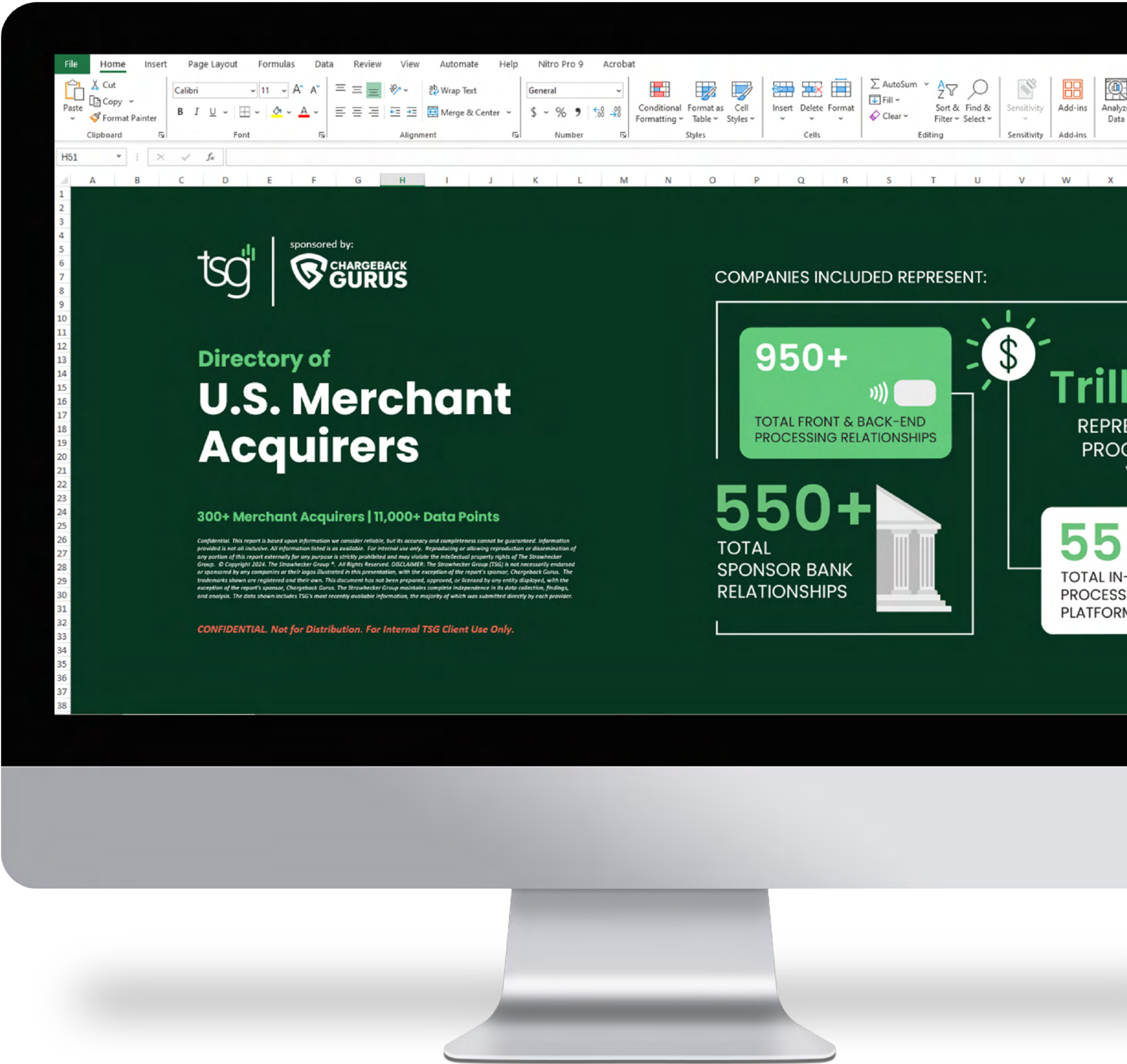
PARTNERSHIP:

Chargeback Gurus

FORMAT:

Sponsored Report

See Preview



EXECUTIVE INTERVIEW SERIES: ROBERT CLARKSON

Our Executive Interview Series offers top-level insights and engaging narratives that highlight key aspects and individuals within the payments industry.

We sat down with Robert Clarkson, Head of Revenue and Growth for the Americas at Stripe, to explore his viewpoints on financial infrastructure and upcoming trends in the enterprise merchant space.

PARTNERSHIP:

Stripe

FORMAT:

Interview

Read Interview



EXECUTIVE INTERVIEW SERIES: ROBERT CLARKSON

We sat down with Davi Strazza, President of North America at Adyen, to explore the strategic importance of North America, Adyen’s unique in-house financial technology platform, and the benefits of their one-platform approach for enterprises and SMBs. He also covers the evolving payment landscape, the launch of Adyen Uplift, and the role of alternative payment methods and embedded payments in Adyen’s strategy.

PARTNERSHIP:

FORMAT:

Adyen

Interview

Read Interview



THE UNTAPPED POTENTIAL OF JCB

JCB partnered with us to showcase the impact of its target market and why merchant service providers should partner with JCB.

PARTNERSHIP:

FORMAT:

JCB

Whitepaper

Infographic

[View the Report](#)



PURCHASING IN A PANDEMIC

Visa teamed up with us to survey U.S. consumers to inform the payments space on purchase behavior trends during the COVID-19 pandemic.

PARTNERSHIP:

FORMAT:

Visa

Infographic

Video

View Infographic



WHY DOES EMBEDDED BANKING MATTER FOR YOUR PLATFORM?

We surveyed SaaS platforms in partnership with KeyBank to uncover sentiment around embedded financial products, connecting in KeyBank’s offerings in this high-growth area.

PARTNERSHIP:

FORMAT:

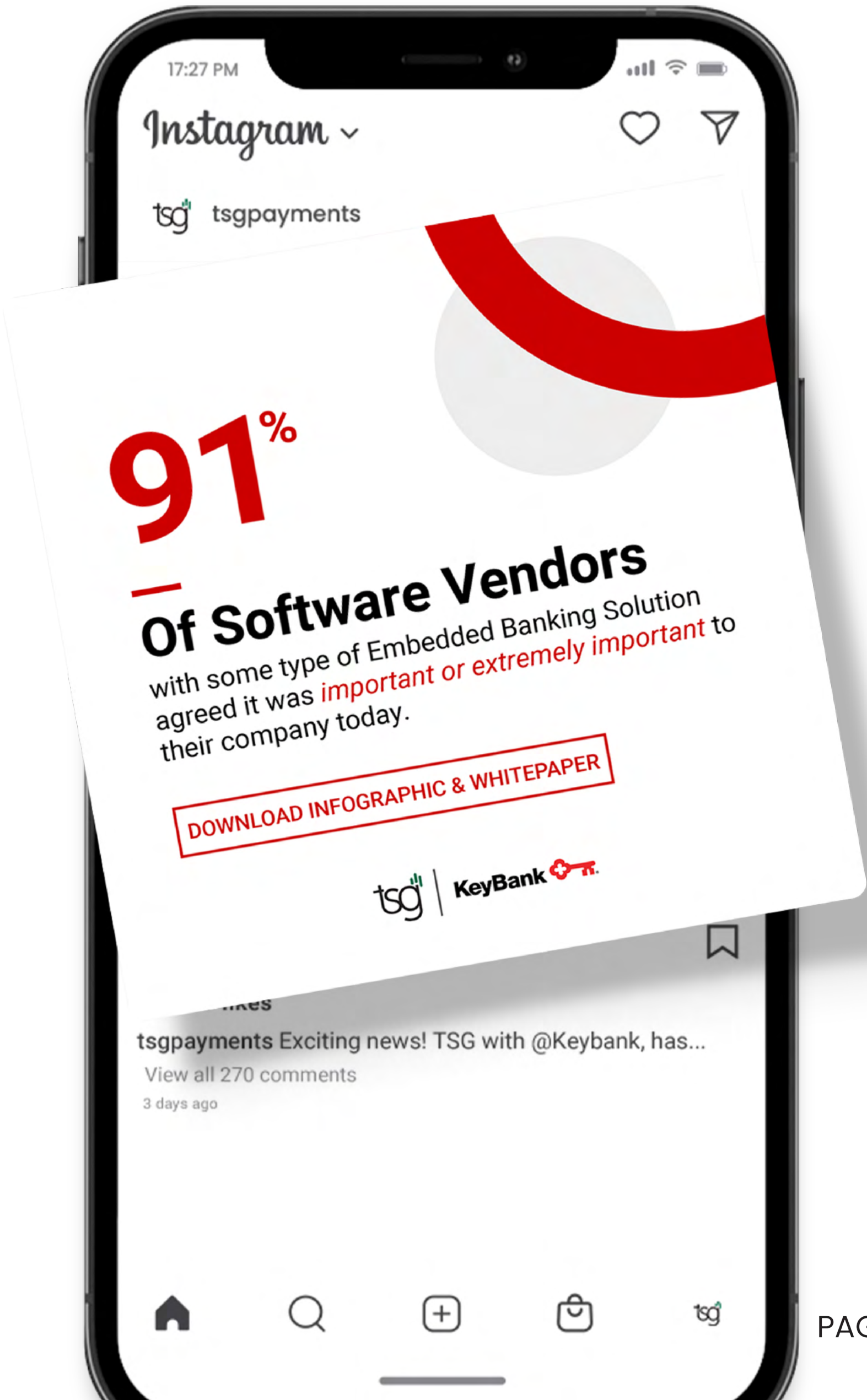
KeyBank

Infographic

Whitepaper

View Whitepaper

¹Image above is for illustrative purposes only



THE FUTURE OF RESTAURANTS IN THE U.S.

Elavon wanted to educate restaurant clients and prospects about new trends and technology in the space and further establish its brand in the market. We conducted research, created a webinar presentation, and co-presented to restaurant attendees. Elavon then had TSG create an infographic summary of the webinar for continued value. After the project, Elavon invited us to speak at a virtual ‘fireside’ conference for a select group of its enterprise restaurant clients.

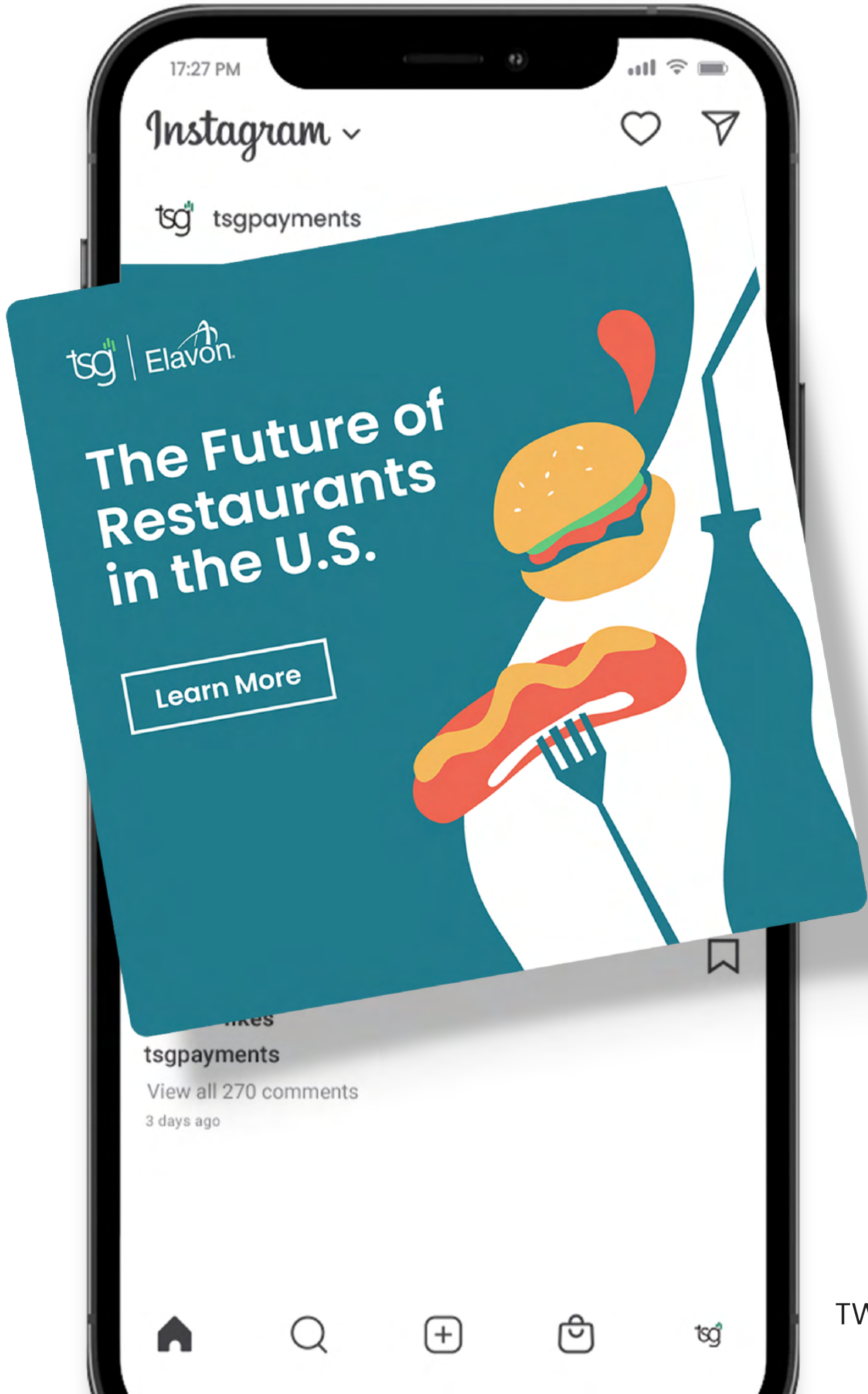
PARTNERSHIP:

FORMAT:

Elavon

Webinar

Infographic



CONSUMER HOLIDAY SPENDING REPORT

TSG and the Electronic Transactions Association (ETA) conducted a survey consisting of 992 consumers in the U.S. to understand how payment method preferences, spending habits, and consumer sentiment have shifted this holiday season. The survey was conducted between October 1, 2024 and October 9, 2024. The survey represents consumers across demographics such as state, gender, age, and household income. The margin error is +/-3% at a 95% confidence level.

PARTNERSHIP:

FORMAT:

ETA

Infographic

View Infographic



Get Started Today

ELEVATE YOUR BRAND WITH ORIGINAL, DATA-BACKED,
PAYMENTS-FOCUSED CONTENT BUILT BY TSG.



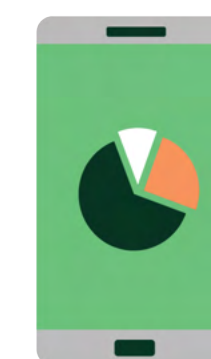


TSG is a fast-growing analytics and consulting firm. The company serves the entire payments ecosystem, from fintech startups to Fortune 500 companies. The firm provides its clients with advisory services, research and analytics to help them plan and execute their strategic initiatives. Based in Omaha, a recognized payments industry hub, TSG is an established leader in this high-growth, ever-evolving space.



20+

YEARS AVERAGE ASSOCIATE
EXPERIENCE IN THE PAYMENTS
INDUSTRY



1000+

CLIENTS ADVISED,
INCLUDING MANY IN
THE FORTUNE 500

~4M

CARD-ACCEPTING
MERCHANTS IN TSG'S
AIM ANALYTICS
PLATFORM, DRIVING
MILLIONS OF DOLLARS
IN ROI FOR ITS USERS



250+

COMPLETED PAYMENTS
COMPANY EVALUATIONS;
AS WELL AS ~30
BUY/SELL/INVESTMENT
ADVERTISEMENTS



40+

OF THE TOP 50
MERCHANT
ACQUIRERS
SERVED,
INCLUDING
9 OF THE TOP 10



400+

COMPLETED MARKET
INTELLIGENCE ANALYSES ON
THE GLOBAL PAYMENTS
LANDSCAPE, UNCOVERING
HUNDREDS OF THOUSANDS
OF DATA POINTS