

Accelerating Activation Through Tech Enablement

- ✓ Faster Activation.
- ✓ Smarter Monetization.
- ✓ Greater Lifetime Value.



The Activation Gap

The average retail merchant activation rate is

17 days

(post boarding)

Integrated retail merchants, on average, activate in

39 days

That's a 22-day delay,
and every day is a day
of lost revenue.

TSG'S TECH ENABLEMENT ADVANTAGE

TSG helps clients close the activation gap by streamlining platform integrations, modernizing onboarding workflows, and optimizing implementation strategies.



Faster activation
= faster monetization.

What are activation rates by industry?

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The Power of the ISV Merchant

\$1.5M

in Annual
Card Sales

Merchants that leverage software-led payments generate an average of **\$1.5M in annual card sales – 30% higher** than similarly tiered merchants in other sales models.



Longer Lifespan
= More Value

ISV merchants stay active for a **median of 43 months**, compared to 37 months for others. That's **6 additional months of revenue** opportunity per merchant.



These merchants are high-value targets. Getting them live faster means capturing more revenue sooner.

Monetizing the ISV Relationship

In referral arrangements, acquirers retain the majority of revenue, while ISVs receive only a small share. Because ISVs don't benefit meaningfully from payment adoption, they're less motivated to promote it.

The result? >>>> Adoption rates are just **26%** under ISV referral arrangements.

ISO & PAYFAC PARTNERSHIPS

When ISVs earn a larger revenue share (50%+), they actively encourage their customers to adopt payments, driving

adoption rates up to 47%.

These models require less upfront investment from the acquirer and yield higher lifetime value, even if margins per transaction are thinner.



TSG's Role

TSG helps acquirers design smarter partnership models that align incentives and accelerate adoption through tailored tech strategies.

Why Tech Enablement Matters

Accelerate Your Payments Technology

TSG's Tech Enablement services combine payments expertise, analytics, and development capabilities to strengthen the payments ecosystem. As a result:



Merchant acquirers streamline partner integration and merchant migration.



Software Companies monetize payments faster and increase profitability



Enterprise Merchants optimize their operations and consumer experience

Meet TSG at Money20/20

Connect with us to discuss your technology challenges.

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Build Your Tech Strategy with TSG

Contact us to **start your Tech Enablement journey**

