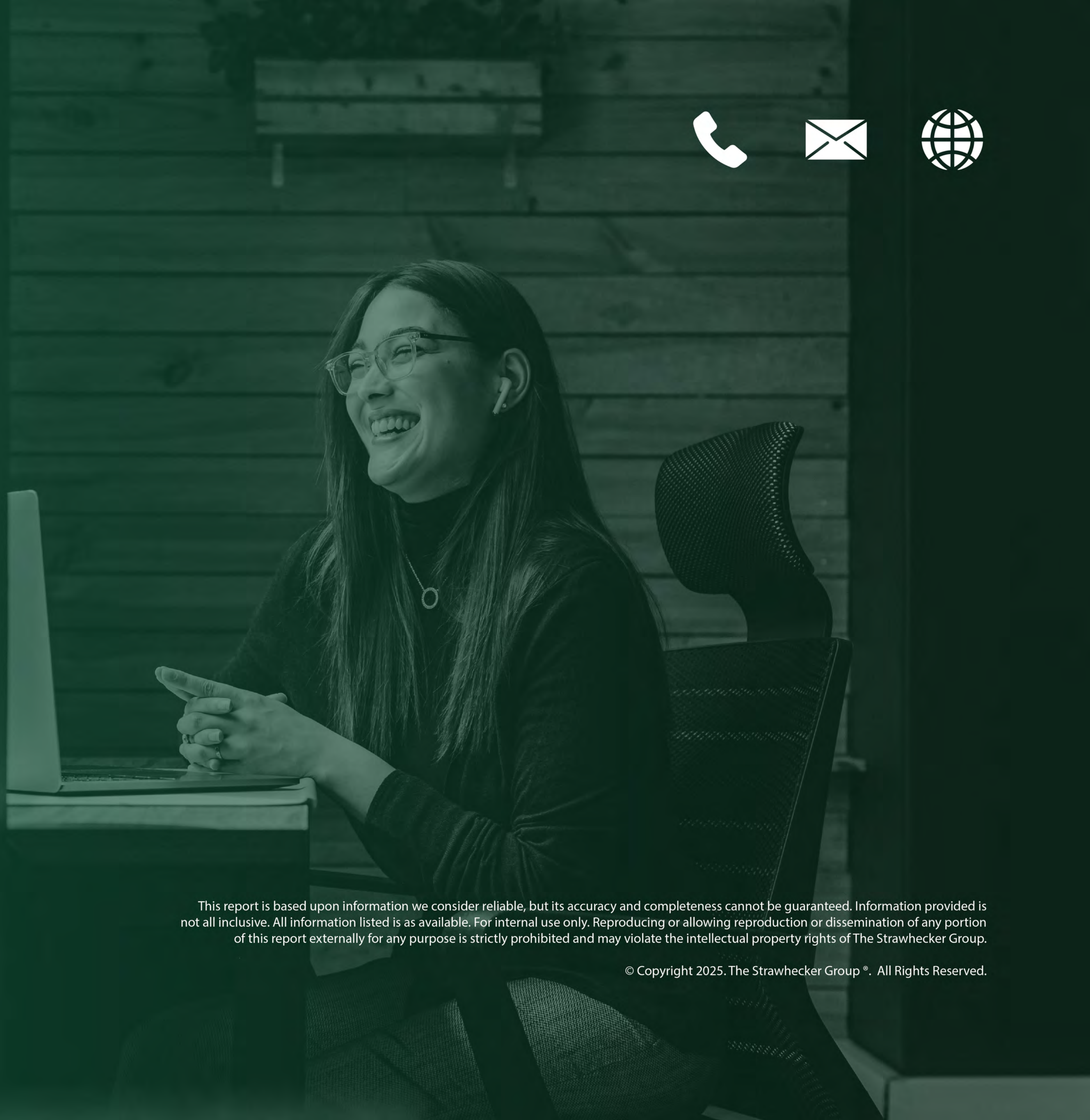
YOUR THOUGHT LEADERSHIP

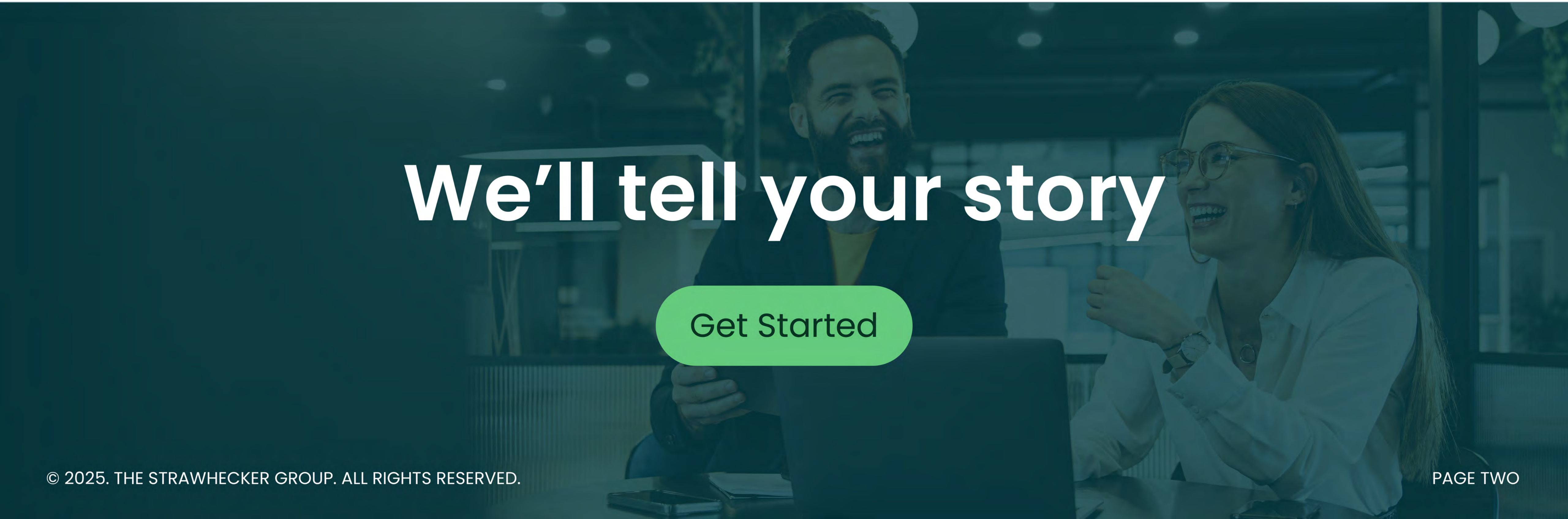
powered by TSG



2025 BrandInfluence Media Kit

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.

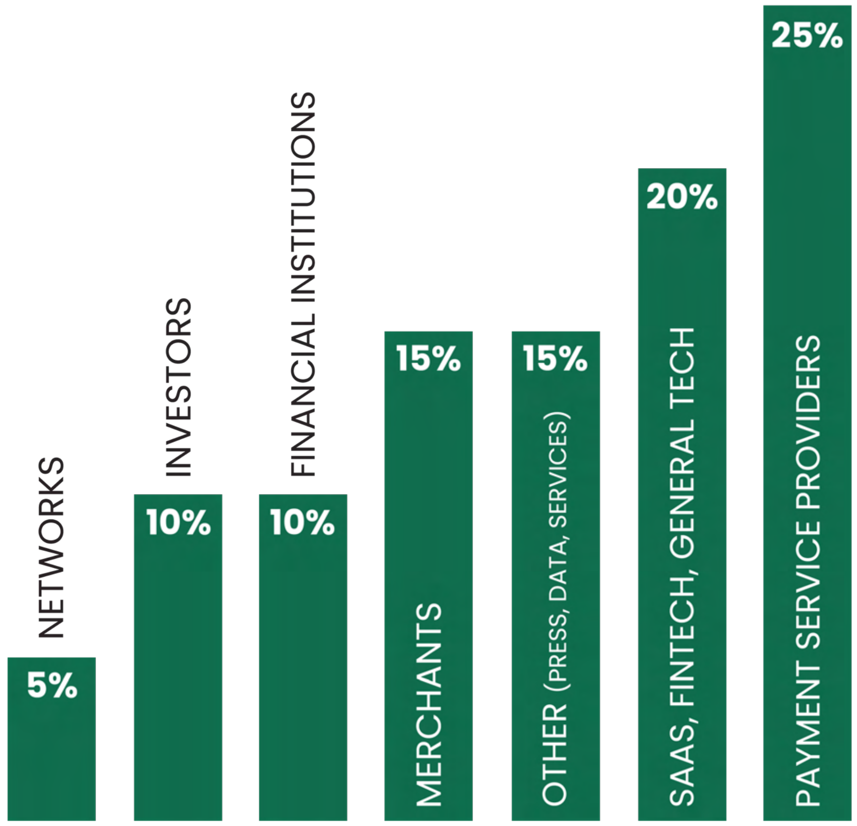
SOME OF THE BRANDS THAT HAVE CONNECTED WITH US ON PUBLIC CONTENT:

WE ARE THE CREDIBLE THIRD-PARTY

THE WALL STREET JOURNAL	FORTUNE	NBC
How to Prepare for Buy-Now-Pay-Later Purchases Showing Up on Credit Reports	What are credit card surcharges and where are they legal?	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



TSG AUDIENCE

40K+

PLUS 38K+ BONUS REACH AMONG TSG EMPLOYEE NETWORKS[1]

THOUSANDS OF DECISION MAKERS ACROSS THE INDUSTRY

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

PSP AUDIENCE BREAKDOWN[3]

PROCESSORS
~30%+
of PSP contacts

ISOS
~30-40%
of PSP contacts

PAYMENT FACILITATORS
~15%+
of PSP contacts

ENTITIES WITH GATEWAYS
~45%+
of PSP contacts

OTHER/CURRENTLY UNKNOWN
~20%+
of PSP contacts

[3]Entities fall into more than one subcategory
[4]Figures 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

[1]Based 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

Co-brand with us or let us take charge in developing content fully under your brand guidelines

ADD DATA

- Tailored surveys & interviews
- Proprietary big data from our AIM or GEM platform
- Insights & quotes from our deep bench of subject matter experts

DISTRIBUTE

We can distribute content via our channels *(if co-branded)*

- Email, web, social media
- Media reach outs
- Ad campaigns

WE'LL BUILD A PROJECT THAT FITS

$	$$	$$$	$$$$
SMALL	MEDIUM	LARGE	EXTRA LARGE
Examples:	**Examples:**	**Examples:**	**Examples:**
Small banner ad in our email newsletter Brief commentary article	General research TSG commentary Infographic	Survey TSG commentary Whitepaper	Multiple content pieces using complex surveys and interviews Associated videos

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

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.

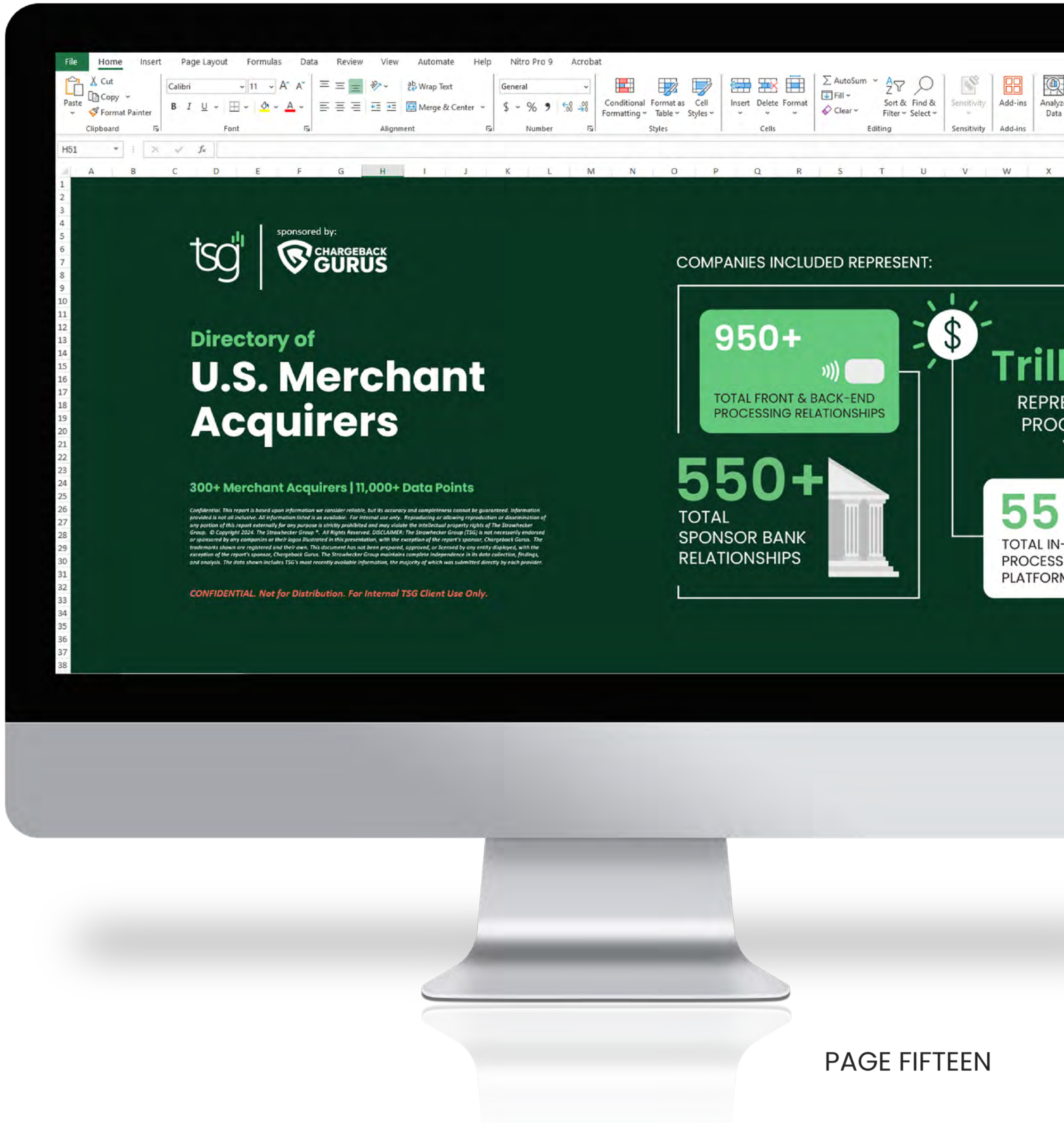
PARTNERSHIP:

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: Adyen

FORMAT: 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:

JCB

FORMAT:

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

[1]Image 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: ETA

FORMAT: Infographic

View Infographic

Get Started Today

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

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