



# BUY NOW PAY LATER

PAYMENTS | BANKING



## Increase Share Of Wallet By Offering Buy Now Pay Later

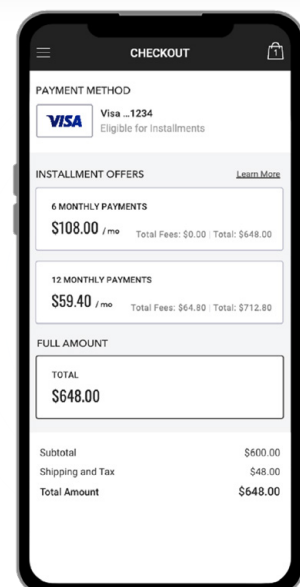
A purchasing revolution is taking place at the point of sale (POS). Buy Now Pay Later (BNPL), or installment lending, has exploded onto the scene for both online and brick-and-mortar retailers. So far, BNPL fintechs are dominating this market by integrating their solution into some of the most recognizable brand shopping carts, leading to lost wallet share for traditional card issuers.

Issuers can leverage the strength of their existing cardholder relationships to compete against alternative payment providers by offering BNPL at the POS. As a known and trusted partner, you have a clear advantage when cardholders choose how to finance their purchases.

i2c's Buy Now Pay Later solution offers installment plans that help issuers provide cardholders with more transparency, while also helping to driving purchase volume and spend frequency. Unlike alternative offerings, i2c's platform enables issuers the ability to deliver targeted, personalized, BNPL product offerings derived from an individual's purchasing behavior and the issuer's desired user experience.

### Issuer Benefits

- Drive acquisition and encourage activation
- Add stickiness to cardholder relationship
- Increase purchase volume and frequency
- Defend against loss of wallet share
- Open new revenue streams



# Cardholders Expect Payment Flexibility

i2c BNPL options empower cardholders to more effectively budget purchases and turn “hopefully one day” into “how about now.” i2c enables you to offer installment options for any use case and form factor throughout the buyer’s journey: pre-purchase, during-purchase, and post-purchase, with both physical and virtual card options.



## Pre-Purchase

Cardholders receive pre-approved access to funds to plan their purchases, delivered via a virtual card.



## During-Purchase

Present installment options at the time of purchase online in the retailer’s shopping cart.<sup>1</sup>



## Post-Purchase

Cardholders can convert a purchase into installment payments immediately after the completed transaction.

## During Purchase is the Real Game-Changer

Banks and cardholders alike are familiar with pre- and post-purchase options, but the real game-changer is the during-purchase option<sup>1</sup>, which offer cardholders the opportunity to split the transaction into separate payments at the time of purchase. Cardholders now have budget flexibility and extended purchasing power to buy what they need when they need it without worry.

### Cardholder Benefits

- Enable purchase of unbudgeted items
- Offer more control over finances
- Provide alternative payment options
- Make purchase terms more transparent to the cardholder

Enable individual cardholders or an entire card portfolio with installment plan card controls. When an installment purchase is made, the i2c platform offers unparalleled flexibility by recognizing the transaction in real time and adjusting how the transaction is managed based on the cardholder’s program configurations. Issuers can set the own terms and fee structures for installment purchases, enabling more attractive purchasing options, while delivering differentiated cardholder experiences.

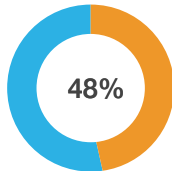
<sup>1</sup> Available during purchase for VISA credit card issuers only and subject to regional availability

# A Proven Way to Increase Card Acquisition and Usage

BNPL helps you attract and retain customers, while providing new revenue opportunities by motivating them to open a new account as well as use their cards more frequently. Cardholders enjoy more freedom to make purchases they may not make otherwise, and you can enjoy a spike in spend volume and amount.

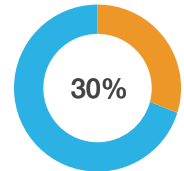
## Acquisition

48% of surveyed customers are likely to apply for a card with installments.



## Usage

30% of surveyed customers are likely to use their card more frequently if they could access card-based installments.



Source: Visa Installment Study – October 2019

## Why i2c for Buy Now Pay Later

i2c has partnered with the card networks to deliver a seamless customer experience at the POS. Take back the POS with flexible and customizable installment options offered by i2c. Leverage your existing customer relationships to set levels for eligibility and configure unique installment purchasing experiences at the customer level.

- Use case flexibility for any preferred BNPL experience
- Customize the experience at the individual cardholder level
- Product flexibility that leverages the cardholder's existing financial relationship

To learn more about i2c Account Level Management, please contact your i2c Representative at **+1 650.593.5400** or email us at [sales@i2cinc.com](mailto:sales@i2cinc.com).



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