Credit Card Bundle: Commercial Payment, Co-Branded/Affinity, and Private Label

Description:

Put your money where the market research is. This exclusive bundle features three credit card reports from Packaged Facts’ renowned financial services catalog. You’ll receive:

- Private Label Credit Cards in the U.S., 9th Edition (May 2015)

Business needs are increasingly global in nature, requiring global payment solutions that meet the needs of companies large and small. But global payments are especially being shaped by a more specific phenomenon: the economic tilt toward Asia, and China in particular, that has come with increasing prosperity among its populations. This wealth, in turn, is causing a seismic shift in global travel that is challenging the decades-old dominance of Western-based payments networks.

This 9th edition of Commercial Payment Cards: U.S. and Global Market Trends presents data and analysis on the global and U.S. market for commercial payment solutions, including cards and automated clearing house (ACH) payment services. The report quantifies the size and growth of the market and presents key metrics within the broader payment card arena. Included are discussions and analysis of the various card associations or networks, commercial payment card types, trends and factors affecting their growth, and a focused analysis of commercial card consumer demographics and preferences.

Co-Branded and Affinity Cards in the U.S., 5th Edition

Co-branded credit cards generated $809 billion in U.S. purchase value in 2014. Visa leads network operators with a 47% share, followed by MasterCard and American Express. Competition is intense, as a growing bevy of players chase a finite universe of affluent prospects with more rewards and broader, deeper card benefits. Even so, co-branded cards can be further leveraged to draw more Millennials into the mix, and (at a time when the concept of brand loyalty is on the ropes) well-positioned issuers can leverage merchants' need for sophisticated loyalty marketing strategies.

Co-Branded and Affinity Cards in the U.S., 5th Edition provides a wealth of insight on trends shaping this increasingly competitive industry, helping market participants plan their co-branded relationships and strategies.

Private Label Credit Cards in the U.S., 9th Edition

For retailers, private label credit card platforms are increasingly essential for growth (and, sometimes, survival) as part of digital- and mobile-forward customer relationship and loyalty strategies. As tabulated in this report, private label card usage trends are positive, and our proprietary consumer survey research findings indicate that the cards can meaningfully influence in-store payment decisions, retail purchasing, and personal information sharing. Per our analysis of the retail card landscape, Victoria’s Secret credit card and loyalty program exemplifies the movement to social marketing tactics, while New York & Company is upsetting the apple cart with a mobile app that can transact in-store payments. Technological advances will continue to drive retailer interest in private label card programs, as the movement to virtual private label cards housed within retailer mobile apps foretells the eventual demise of the physical card.

Private Label Credit Cards in the U.S., 9th Edition provides a wealth of actionable insight on trends shaping this resurgent industry sector.

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