

# / Does your card program offer the capabilities consumers need for life today?



Cards programs that stand out are supported by better technology, manufacturing and customization, and instant issuance.

## / CONTACTLESS AWARENESS IS INCREASING

**77% of consumers say** contactless payments are cleaner<sup>2</sup>

**38% now see** contactless as a **basic need** or feature of payments<sup>3</sup>

**33% are using their** contactless card **more** than other cards in their wallet<sup>4</sup>

**80 of top 100 U.S. Visa® merchants** offer customers the ability to **tap to pay** at checkout<sup>5</sup>

**65% of U.S. merchant locations have contactless acceptance<sup>1</sup>** (estimated)

**Contactless cards are a necessity for today's consumers**



## / CONSUMERS LOVE CARD CUSTOMIZATION

**21% average increase** in transactions of **custom cards** over generic cards<sup>6</sup>

**40 million** the estimated target audience for metal cards<sup>7</sup>

**Metal cards attract and retain more high-end cardholders<sup>8</sup>**



## / INSTANT ISSUANCE IS A SERVICE THAT CONSUMERS EXPECT

**93% activation increase** with instant issuance<sup>9</sup>

**55% market adoption** across the U.S.<sup>10</sup> — instant issuance projections for 5,483 financial institutions, 67,075 branches



**Top-of-wallet status is critical to retaining cardholders.** Yet, many institutions fail to leverage capabilities available to today's card programs to gain a competitive edge.

Find out how we can help you build a card program designed to meet the growing needs and demands of today's consumers.

**CALL 1.800.351.3843**  
**EMAIL [contactHC@harlandclarke.com](mailto:contactHC@harlandclarke.com)**  
**VISIT [vericast.com/Cards](http://vericast.com/Cards)**

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<sup>1</sup> PaymentsSource, Fitzgerald, Kate, "Coronavirus brings lessons to retailers, issuers about contactless payments," April 15, 2020  
<sup>2</sup> Payments Source, "PayThink It's Not Just Coronavirus That's Accelerating Contactless Payments," 2020  
<sup>3</sup> The Futurist Group, "Impact of COVID-19 on Contactless Payments," May 2020  
<sup>4</sup> Ibid.  
<sup>5</sup> Sanford, Dan, "Tap to Pay is Taking Off," May 13, 2019  
<sup>6</sup> Aite Report, "Print on Demand: Driving Usage and Customer Retention Through Custom Cards," August 2018  
<sup>7</sup> CPI Card Group  
<sup>8</sup> Ibid.  
<sup>9</sup> Vericast Client Data  
<sup>10</sup> Montez, Tiffani, Aite Report, "Top Trends Shaping the Future of Card Issuance," August 2019