

MERCHANTS SPOKE, WE LISTENED

Get the embedded payments lowdown

Sync up with what users really want

In the competitive world of vertical software, staying in tune with user needs has never been more mission critical.

We surveyed over 500 businesses to bring you the inside scoop. Turns out software business users are all about payment variety, smoother integrations and keeping things simple, plus a whole lot more.

Read on for a sneak peak into what the full report has to offer.

Clear, fast and tailored ingredients for software success

Merchants prize clarity and responsive design. An intuitive interface has the ability to not only satisfy but empower, turning everyday transactions into meaningful interactions. Coupling great UX with vertical customization can help drive success with merchants.

Top 3 satisfaction drivers for software users:

1

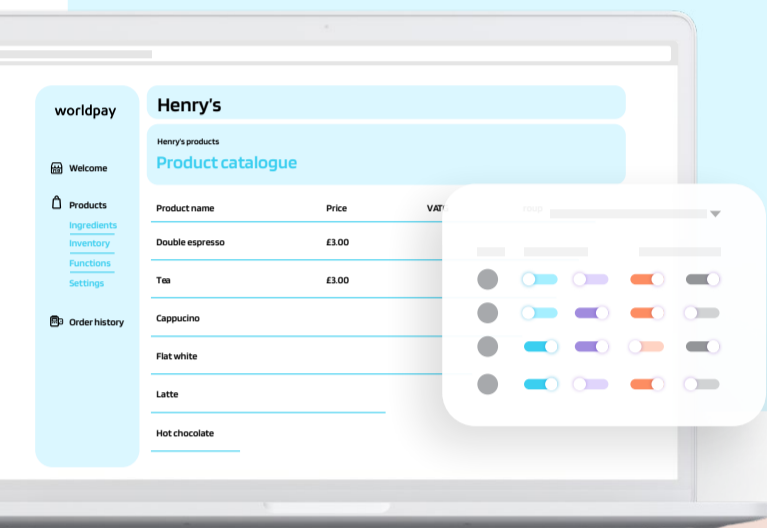
Clear user interface

2

Responsiveness of the user interface

3

Overall ability to tailor the solution to suit industry needs



Payments matter

In the past, merchants valued software for its multi-tasking ability over cost, with payment features being a mid-level priority. Now, payments have become crucial, playing a central role in both software selection and business operations.

80%

of merchants say payment capabilities are extremely important.



96%

of professionals in the property sector regard payments as extremely important, highlighting their critical role in the industry.

Merchants demand flexibility

Flexibility is the new currency in the platform economy. Now, merchants are more likely to switch allegiances for payment processes that best fit business demands.

1 in 5



merchants are ready to switch for more payment options.

83%

of General Repair and Automotive sector merchants want to switch for expanded payment capabilities.

Security is a must

Good security and confidence is the heartbeat of merchant trust. Robust security features stand as the guardians of commerce and are vital for any software solution.

70%

of merchants always evaluate security capabilities.

76%

of the healthcare sector put security capabilities under the microscope.

The future of payment integration

Want to see how payment integration can redefine your platform? Dive into our full report for insights that will guide your future success.

[Read full report](#)