


# Gambling: optimising payments performance

Infographic | 

This infographic will outline key payment challenges, important factors for optimisation and steps to improve payments performance within the gambling sector.

Optimising payments performance is an important process for all businesses to undertake.

82% of payment professionals in Poland

66% of payment professionals in the UK

70% of payment decision makers in the gambling sector

are under pressure to improve this aspect of their business.

# 76%

Despite these challenges, 76% of payment professionals working in the gambling industry are excited to learn more about improving payments performance. Payment knowledge is essential, but it is integral to have the following steps in place for optimisation.

## Payment challenges:



Integrating touchpoints



Keeping up with the latest payment methods



Changing regulations

# 50%

Payment professionals can recover up to 50% of lost revenue if they commit to optimising their payments performance.

## Most important factors for optimisation:



Efficient processing through gateway



Optimising payment pages

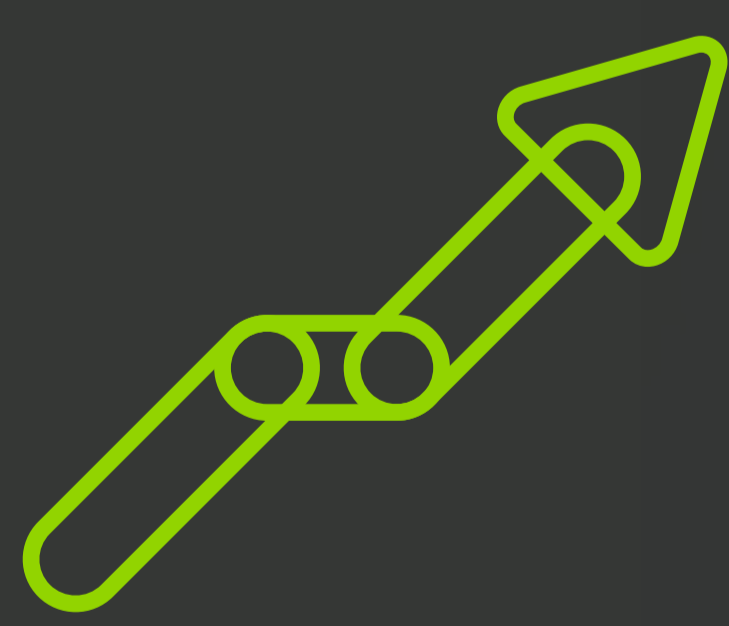


Analysing fraud data to set better rules



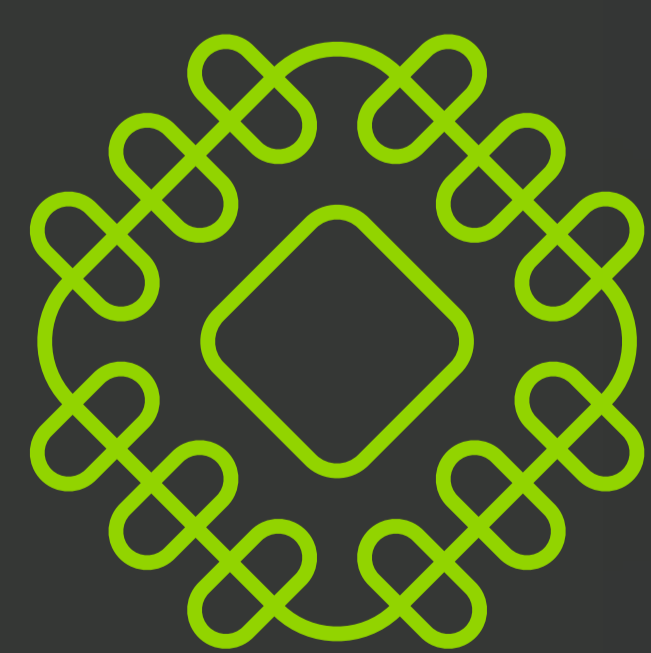
Monitoring fraud in real-time

## Steps for improving payments performance:



### Better data leads to better decisions.

Our research showed that 76% of payment professionals operating within the gambling sector believe they could increase revenue by better leveraging payment data.



### A well-structured payment ecosystem.

50% of gambling payment professionals say they are losing revenue through shortcomings in their payment gateway. It is important to have a fast and secure system to process transactions.



### Demonstrate small wins.

Proving the commercial value of payments performance is a good way to secure further investment in this area and show the importance of optimisation.





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