Beyond the Transaction

Navigating Payment Trends

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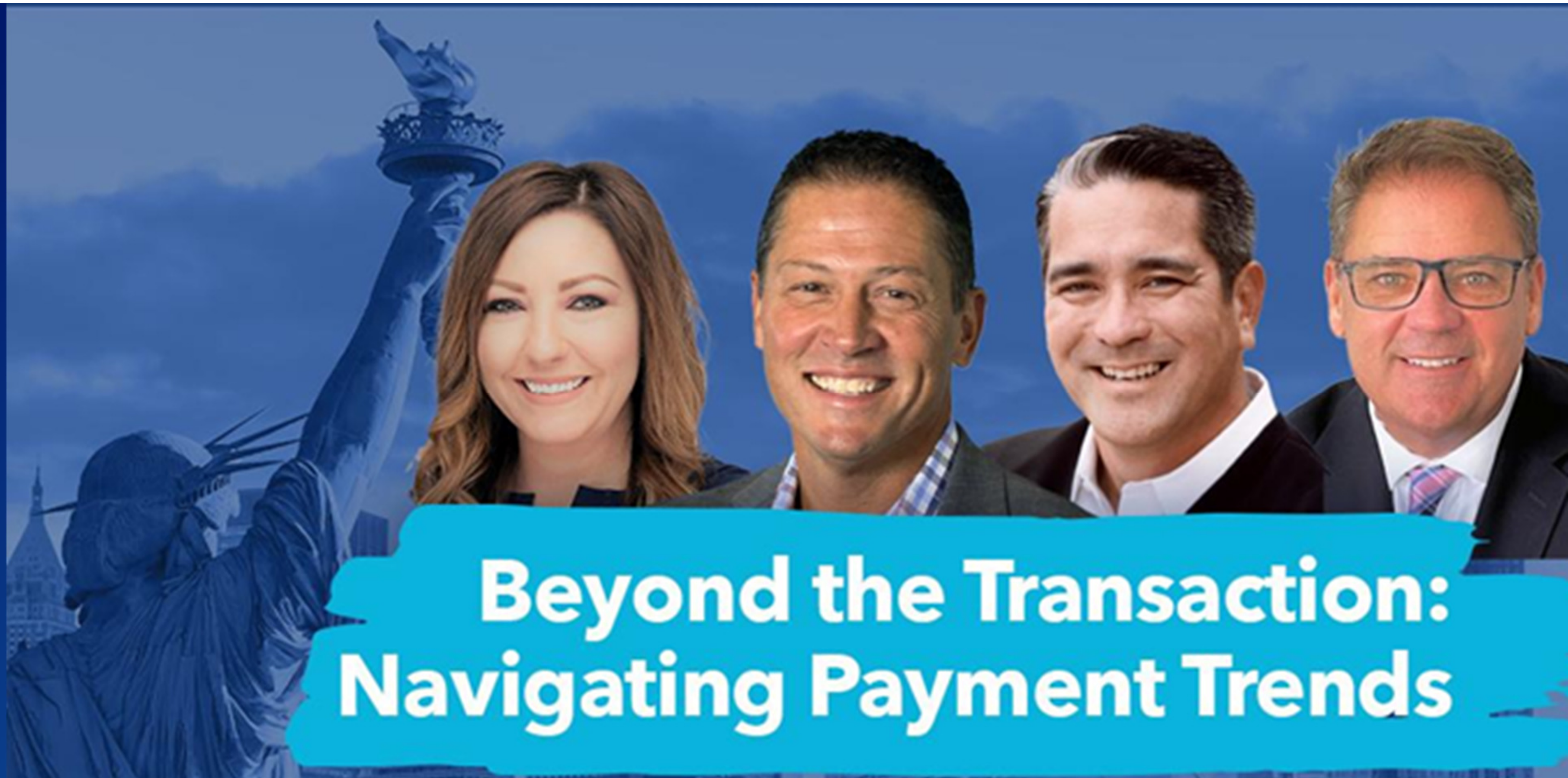

Presented by:
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Agenda

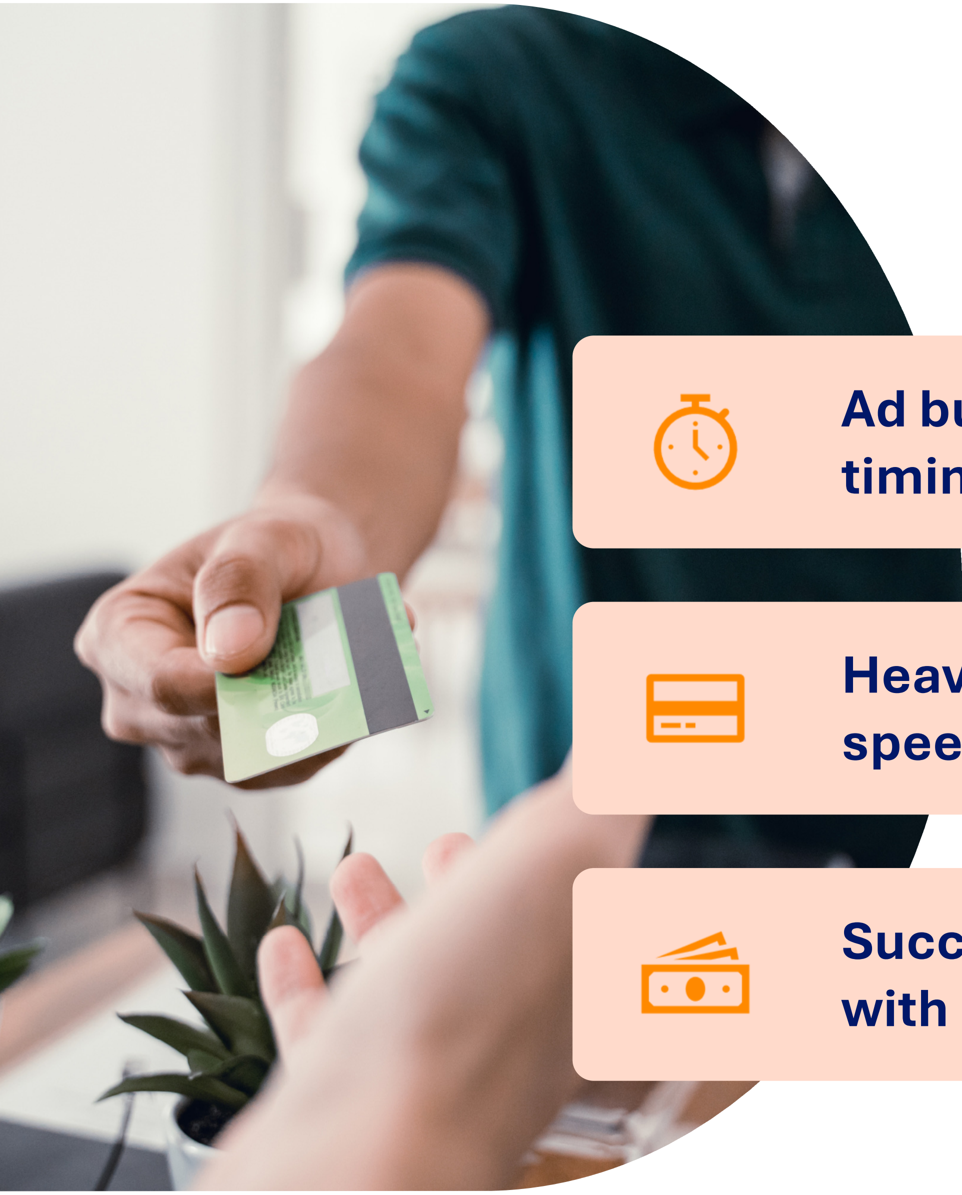
- Introductions
- Industry Payment Trends
- Media Finance Complexity
- Integration Insights
- Payment Portals
- Visa CEDP Overview, Benefits, & Challenges
- Credit Card Surcharging
- Service & Support
- Key Takeaways
- Q/A

Setting the Stage

- US media ad spend projected at $168.2B in 2025
- Digital media: $90.4B | Traditional: $77.8B
- Payments influence efficiency, margins, and relationships
- Media finance is shifting to digital-first strategies

Industry Payment Trends

- Credit cards remain dominant for ad transactions
- ACH and digital wallets are rising for B2B payments
- Finance teams seek balance between cost and customer experience



Media Finance Complexity

- Ad buys and campaign cycles make payment timing complex
- Heavy credit card use affects both cost and speed
- Success depends on aligning payment timing with sales cycles

Integration Insights

- Traffic systems are the operational and financial backbone of media companies
- Integrating payment systems reduces errors and manual work
- Best practice: align payment and billing systems for operational efficiency

Payment Portals: Benefits & Challenges

Benefits:

- 24/7 self-service for clients
- Faster payments and reconciliation

Challenges:

- Integration gaps may slow adoption
- Hidden costs impact ROI

Visa Commercial Enhanced Data Program (CEDP)

- Replaces Visa Level 2/3 programs starting April 2025
- Requires accurate, enhanced line-item data for transactions
- Verified merchants access lower 'Product 3' rates
- Legacy Level 2 sunsets April 2026

CEDP: Benefits & Challenges

Benefits:

- Lower interchange costs
- Reduced disputes
- Enhanced reconciliation accuracy

Challenges:

- Requires tech updates for data quality
- Verification status affects rates

Credit Card Surcharging: Pros & Cons

Pros:

- Offsets rising interchange costs
- Encourages ACH and lower-fee payments

Cons:

- Can reduce card usage by 40%+
- May create customer friction
- Must comply with network and state rules

Service & Support as a Differentiator

- Ongoing support and transparency matter more than technology
- Media finance needs real-time assistance and long-term partnerships
- Partner collaboration and service alignment

Key Takeaways

- Integrate payments and systems early
- Manage card fees strategically
- Prepare now for Visa CEDP transitions
- Maintain strong vendor and client support

Q&A

Thank you!