



# A MONTHLY RECAP OF THE DEVELOPMENTS WITHIN THE OMNICHANNEL ECOSYSTEM

DECEMBER 2015



# PYMNTS' VIEWPOINT

## *The Omni Holiday Merchant Checkup*

As omnishoppers flock to retail brands to wrap up their holiday shopping – whether it be in-store, on mobile or via the Web – have merchants proven they're able to go with the omnichannel flow?

That depends.

The holidays are expected to bring in higher volumes of customers across all channels. In fact, nearly 121 million shoppers were expected to hit stores and sites during Cyber Monday alone.

But as the season's shopping results trickle in, it seems as though retailers may have underestimated the holiday rush. With apps, mobile phones and increased access to information on their side, omnishoppers don't expect to encounter any obstacles as they move seamlessly across channels.

But they unfortunately did.

Although sales results from the "Cyber Five" (Thanksgiving Day to Cyber Monday) shopping extravaganza beat out expectations, all of that Web and mobile traffic ensured [website glitches and delays](#) were as common as consumers walking through stores and using their phones to check prices and reviews. Even major omnichannel retailers like Target and Neiman Marcus had trouble handling the spike in traffic, leaving many customers with apologetic messages and "internal server errors" instead of the ability to shop. Neiman Marcus issued an official apology for its "continuous outages" and offered an exclusive online discount to customers.

That surge was accompanied by a decrease in U.S. store sales of 4.7 percent and a 5.1 percent decline in store traffic during the Thanksgiving weekend compared to last year, according to data from [RetailNext](#).

And a glimmer of hope for retailers who embrace the omnichannel way of business. If this year's holiday shopping results have taught merchants anything so far, it's that getting omni right – using the best of both channels – is what will really drive sales this season.

"Over the holiday weekend, there were patterns of strong results for retailers with less effective digital channels, and they outperformed on the brick-and-mortar side of the business. Of course, the flip side was true for brands with strong digital presences and who offered a seamless multichannel experience, and it's those brands who have a head start into retail's most important season," said Shelley Kohan, VP of retail consulting at RetailNext.

According to the the National Retail Federation's [Thanksgiving Weekend Survey](#), 56.7 percent of shoppers used their mobile devices to research products, purchase holiday items, check in-store availability and perform other shopping activities.

# PYMNTS' VIEWPOINT

The use of devices for omnichannel crossover was also evident with the 57.7 percent of tablet owners who reportedly used their devices to purchase items and browse holiday deals.

Omnichannel offerings like buying online and picking up in-store also encourage online-to-offline flexibility and have grown in popularity among consumers. In 2013, only 3 percent of shoppers utilized buy online pick-up in-store services; by 2014, that number jumped to 60 percent, with nearly a third spending more money in-store after retrieving their order.

The [PYMNTS OmniReadi Index](#), powered by Vantiv, found that providing outstanding omnichannel experiences means merchants must ensure shoppers can move seamlessly and consistently between channels. On a scale of 1 (low) to 100 (high), the average OmniReadi Index™ score across all merchant categories was 68, showing that while merchants are making progress in their omnichannel offerings, they still have more work to do.

Retailers who are considered to be among the best of the best in delivering omni are those that succeed at making consumers' lives easier, not just during the holidays but every time and everywhere they shop.

Happy Reading!

Karen Webster  
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# 1: ENGAGE THE CUSTOMER

According to RIS' "Analytics-Powered Pricing In The Omnichannel Age" report, which analyzed price visibility and omnichannel strategies, companies can no longer compete on prices alone. To differentiate themselves in a competitive marketplace, as well as attract shoppers and drive long-term loyalty, retailers are investing in [forward-thinking analytics tools](#) that drive visibility into consumer behavior. The solutions are helping brands to design symbiotic pricing and merchandising strategies, an effort that can improve localized pricing efforts designed to drive customer loyalty.

Key findings in the report include:

- Shoppers are using powerful Web-based search engines to connect with brands across channels. Nearly 47 percent of companies reported price transparency as one of their top business challenges, compared with 24 percent of retailers in 2014. (Source: Retail Systems Research)
- Real-time access to the pricing landscape set the groundwork for using mobile devices to check online prices while in-store (showrooming), as well as buy merchandise for cheaper in-store after reviewing online prices (webrooming). A study from MIT found that 80 percent of consumers check prices online before making a purchase.
- Instead of making attempts to analyze data, many companies are becoming distracted with one-sided efforts. An example pointed out in the report is companies viewing pricing as a strategy that works independently of assortment and promotional efforts. On the other hand, there are some merchants (48 percent) that consider the assortments and prices offered by their competitors. (Source: Retail Systems Research)
- To establish pricing strategies, retailers need to start by setting the right foundation. However, many are finding this task to be very difficult, with 9 out of 10 companies still failing to ensure customer profiles are made available for merchandising and marketing decisions in real-time. (Source: EKN Research)
- In comparison with the average customer, companies that make the effort to fully engage with consumers see an average 23 percent premium return in terms of share of wallet, profitability, revenue, and relationship growth. (Source: Gallup)

- The value of price optimization is being realized by more companies due to the promise of greater sales, margin and price perception lift. Although only 21.1 percent of retailers reported using digital commerce pricing optimization software, an additional 18.4 percent plan to deploy it in the coming year. (Source: RIS News)

48%

Retailers that don't take into account competitor assortments and related prices.

80%

Consumers that check prices online before making a purchase.

21%

Retailers that currently use digital commerce pricing optimization software.

47%

Retailers reported that price transparency is one of their top pricing business challenges, compared with 24% of retailers in 2014.

23%

Premium return of wallet share, profitability, revenue and relationship growth among companies that fully engaged shoppers.

9 out of 10

Retailers don't make customer profiles available to merchandising and marketing teams in real-time.

Source: RIS Retail Info Systems News: "Analytics-powered pricing in the omnichannel age," 2015.

# 1: ENGAGE THE CUSTOMER

## LOYALTY AND REWARDS

MasterCard has introduced a loyalty middleware specification that aims to ease the integration of loyalty programs with mobile payment apps. The standard has been designed to work with different loyalty schemes, different POS terminals and systems and different payment methods. The [loyalty middleware specification](#) enables mobile applications to offer a seamless connection between payment, promotions and loyalty redemption. It enables consumers to select their loyalty card, the coupons/promotions they want to redeem and make a payment in a single or double tap at a contactless terminal.

Taubman Shopping Centers is expanding the number of malls in its partnership with StepsAway, a mobile app that lets shoppers check in through the mall's Wi-Fi network to [receive offers](#). The StepsAway mobile app is designed to drive shoppers already in the mall into stores with relevant offers. In the 12 months since StepAway's launch, Taubman has seen double-digit growth in the number of consumers accessing the network to take advantage of in-mall promotions. The app now has 40 malls in its network, and nearly 20 million offers have been viewed by shoppers.

[Walgreens](#) will be the first merchant to integrate its loyalty program into the Apple Pay system. In order to use the service, users simply add their Walgreens Balance Rewards digital card to earn rewards without remembering to swipe a cumbersome card at checkout.

Users of in-store mobile marketing app [Shopkick](#) can now earn rewards via Bluetooth-powered beacons throughout Vanity's 150 U.S. retail stores. Shopkick will install two of its shopBeacon devices in each Vanity location, allowing unique messages to be shared with shoppers upon their entrance into the store and while in the dressing rooms.

According to inMarket, proximity marketing will impact [\\$7.5 billion in spending](#) by millennials during this year's holiday period. Mobile is increasingly seen as a key way to reach millennials before and while they shop. As a result, savvy marketers are using beacon-triggered messages to drive in-store shoppers to the shelves where their products are and promote them as gifts. While retailers might have thought that beacon technology would initially help them create traffic where none existed before, the maturity of the technology has shown beacons to be useful as supplementary tools to drive incremental increases in purchase size and frequency for already engaged customers.

## PERSONALIZATION

Pier 1 Imports, a furniture and décor retailer, has partnered with real-time, predictive personalization platform provider Cetrona to [make omnichannel personal](#) for its customers. Through the partnership, Pier 1 Imports will deliver its '1 Pier 1' initiative to support a single cohesive experience across its brick-and-mortar and eCommerce channels. Through Certona's platform, Pier 1 Imports will be able to provide curated, personalized product recommendations via its online store, mobile and email.

[Findity](#), a provider of infrastructure for digital receipts, updated its platform for digital receipts with Twinsoft's mobile channel marketing solution. The Twinsoft solution and services enables businesses to create, distribute and analyze their mobile campaigns using coupons, deals, digital stamp cards, gift cards and vouchers, invitations and tickets. Through the partnership, merchants will be able to launch campaigns directly to their customers via Findity's mobile applications or through their own mobile channels and existing mobile wallets.

# 2: ENABLE THE CUSTOMER

[ChannelAdvisor](#) shared aggregated sales results from Cyber Monday as well as Cyber Five (Thanksgiving Day to Cyber Monday) and the type of devices used by consumers while shopping during these days.

ECommerce is set to grow 15 percent year over year (comScore). This year, Cyber Monday saw an 18 percent year-over-year growth and Cyber Five a 21 percent increase.

The highest increase corresponds to Other Third Party Marketplaces. The “other 3PM” data show that omnichannel players with both an in-store and online presence (Best Buy, Sears, etc.) did extremely well, indicating “brick and clicks” retailers were able to successfully tie their store and online promotions together.

The Cyber Monday and Cyber Five shopping results also showed a rapid rise in smartphone traffic and order share. ChannelAdvisor’s data show conversion rates across all device types (computer, tablet and smartphone) as the highest it has ever witnessed, with smartphone conversions alone increasing 3.04 percent and resulting in 24 percent of orders on Cyber Monday.

Cyber Monday maintains its top spot as the most significant shopping day within the Cyber Five. Black Friday remains in second place and represents 75 percent of the size of Cyber Monday.

ChannelAdvisor Same Store Sales 2015 Cyber Five Dashboard						
	Cyber 1	Cyber 2	Cyber 3	Cyber 4	Cyber 5	Cyber 1-5 Total
Channel	Thanksgiving	Black Friday	Cyber Saturday	Cyber Sunday	Cyber Monday	Cyber Five Total
<b>Dates:</b>	11/27/14 vs. 11/26/15	11/28/14 vs. 11/27/15	11/29/14 vs. 11/28/15	11/30/14 vs. 11/29/15	12/1/14 vs. 11/30/15	11/27-12/1 14 vs 11/26-11/30 15
<b>Total y/y:</b>	43.4%	20.3%	16.9%	15.9%	18.0%	20.9%
<b>Amazon</b>	28.9%	20.8%	20.6%	20.5%	21.1%	24.1%
<b>eBay</b>	7.0%	1.5%	3.6%	4.5%	7.0%	2.6%
<b>CSE</b>	16.4%	6.0%	2.7%	6.4%	8.0%	7.4%
<b>GS</b>	35.9%	40.3%	25.7%	23.7%	18.6%	24.3%
<b>Search</b>	1.2%	-7.4%	-5.8%	0.7%	-4.7%	-1.6%
<b>Other 3PM</b>	182.6%	76.6%	65.6%	55.5%	61.5%	82.8%
<b>Device Data:</b>						
<b>Computer traffic %</b>	36%	39%	32%	34%	45%	38%
<b>Tablet traffic %</b>	12%	12%	15%	15%	12%	13%
<b>Smartphone traffic %</b>	52%	49%	53%	51%	43%	49%
<b>Mobile total</b>	64%	61%	68%	66%	55%	62%
<b>Computer order %</b>	54%	60%	58%	59%	65%	60%
<b>Tablet order %</b>	14%	12%	14%	15%	11%	13%
<b>Smartphone order %</b>	32%	28%	28%	26%	24%	27%
<b>Mobile order %</b>	46%	40%	42%	41%	35%	40%
<b>Computer CR</b>	5.33%	5.96%	5.71%	5.90%	7.91%	6.39%
<b>Tablet CR</b>	3.77%	4.01%	3.14%	3.22%	5.41%	3.94%
<b>Smartphone CR</b>	2.16%	2.21%	1.74%	1.70%	3.04%	2.19%

	2014 Cyber Five	2015 Cyber Five	% increase/decrease
<b>Traffic:</b>			
<b>Smartphone</b>	24%	49%	104%
<b>Tablet</b>	20%	13%	-35%
<b>Desktop</b>	56%	38%	-32%
<b>Conversion Rate:</b>			
<b>Smartphone</b>	2.18%	2.19%	0%
<b>Tablet</b>	3.88%	3.94%	2%
<b>Desktop</b>	5.79%	6.39%	10%
<b>Orders:</b>			
<b>Smartphone</b>	12%	27%	125%
<b>Tablet</b>	17%	13%	-24%
<b>Desktop</b>	71%	60%	-15%

Source: ChannelAdvisor Blog, 2015.

# 2: ENABLE THE CUSTOMER

[Vantiv's ShopTalk survey](#) found that many consumers plan to keep their spending on gifts this year close to last year's average of \$600. According to the report, only 11 percent of consumers surveyed plan to spend more money this holiday season than they did last year, with 17 percent expecting to spend less and 72 percent committing to spending about the same as 2014.

Apple has launched "Shopping" as its own section within the iOS9 App Store, aimed at helping consumers better locate [mobile shopping applications](#). The new section is available worldwide and features apps that cover a multitude of categories, including omnichannel, auctions, price comparison and product reviews. It will also highlight targeted and timely deals from well-known retailers that accept Apple Pay and can break down apps based on product type, industry and more.

## ENABLING MOBILE PAYMENTS

National Basketball Association team the Sacramento Kings partnered with POS platform Appetize to bring fans the ability to use NFC-enabled mobile payments and order placement services. The partnership will allow venue-wide use of the [Appetize mobile purchasing product](#) to order items for concession pickup and direct-to-seat delivery. Appetize will also integrate with the Kings' iOS and Android apps as well as its loyalty platform.

Startup Plutus released an alpha version of its [bitcoin mobile wallet](#) which will support NFC-enabled POS transactions. Merchants will not be required to directly accept the digital currencies as the service is powered by a Decentralized Exchange Network, allowing users to trade bitcoins in return for fiat at the checkout.

Dunkin' Donuts customers in Portland, Maine, can place and pay for orders on their mobile device using the quick service restaurant's new [mobile ordering feature](#) at 124 locations. Guests can place a mobile order up to 24 hours in advance, then confirm via the app when they are at the selected restaurant and ready to pick up their order. Dunkin' Donuts also just announced that it will accept [Apple Pay](#). Customers can gift or reload virtual Dunkin' Donuts cards through the Dunkin' mobile app, which adds a layer of security by tokenizing transactions.

ProPay, a TSYS company, announced the launch of its Pay-by-Text service for the [dental payments](#) industry in coordination with Practice-Web. The service will be the first practice management software that offers the mobile payment option to dental offices nationwide. What's unique about this service is that it doesn't require the customer to download a mobile app or use an online payment portal. Payments made using this service can be made at the dental offices, over the phone and on the Web by Visa, MasterCard, Discover and American Express.

Using Apple Pay may be getting easier, or at least finding out where you can use it. A new iPhone app called [Pay Finders](#) brings together crowdsourced data from Apple enthusiasts with information from companies within the payments industry to help people find out which businesses around them accept the mobile payment method.

# 2: ENABLE THE CUSTOMER

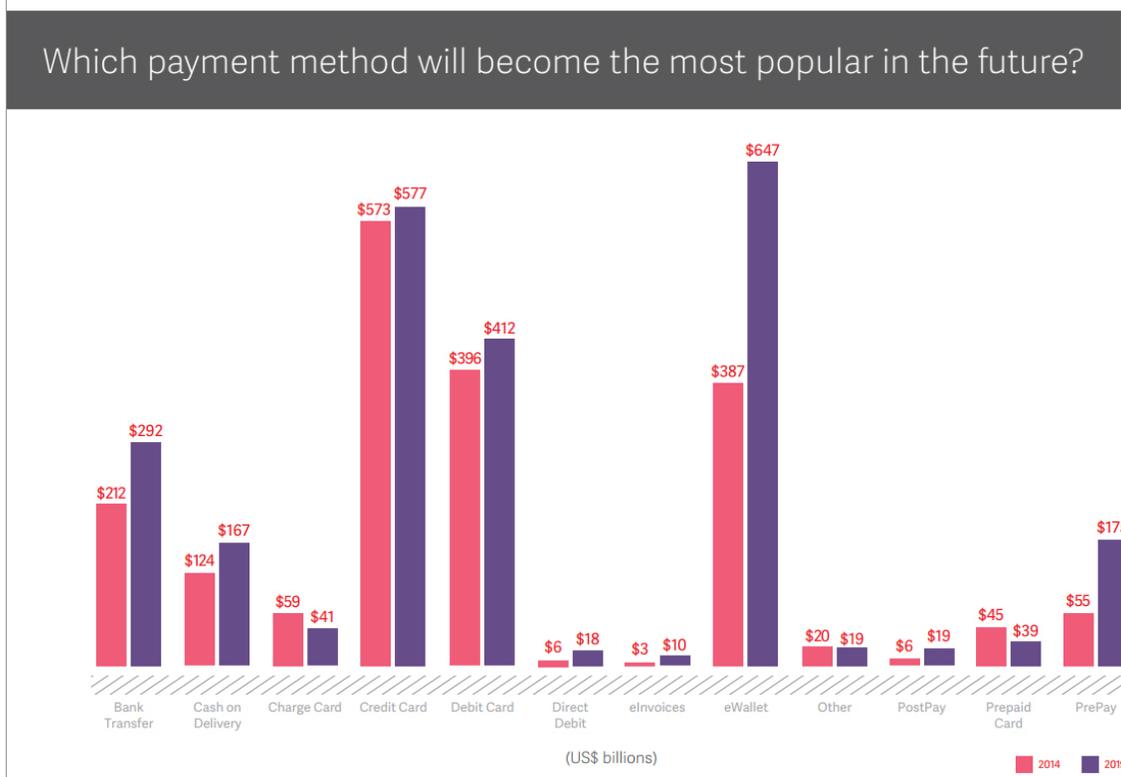
Research from Worldpay's latest [Global Payment Report](#) found that eWallets are outpacing plastic payment cards as the most popular way to buy online and predicts eWallets will officially overtake cards as the preferred payment method by 2019.

Key findings include:

- The global eCommerce market is expected to reach \$2.4 trillion in the U.S. by 2019, with 23 percent originating from mobile devices.
- More than half of eCommerce turnover was accounted for by non-card payments or alternative payment methods (APMs), such as eWallets, direct debits and bank transfers.
- The rise of APMs will continue, with Worldpay predicting they will account for 55 percent of eCommerce turnover by 2019.
- By 2019, WorldPay expects eWallets to claim \$647 billion, or 27 percent, of global turnover, compared with credit cards' \$577 billion, or 24 percent.

According to an [InfoScout study](#), nearly half as many qualifying Apple Pay customers (using an iPhone 6 or above) used the mobile payment system on Black Friday in 2015, compared to 2014. Apple Pay was used for only 2.7 percent of Apple Pay-eligible transactions on Black Friday this year. This is opposed to 2014, where Apple Pay was used in 4.9 percent of eligible transactions at participating merchants.

Regarding other mobile wallets, Android Pay experienced even a lower usage, with only 2 percent of eligible transactions being made on Black Friday this year. Credit and debit cards maintained the top spot as the most utilized payment method, with almost 79 percent of iPhone users and 74 percent of Android users reportedly turning to plastic for Black Friday purchases last month.



Source: Worldpay: "Global Payments Report," 2015.

# 3: SERVE THE CUSTOMER

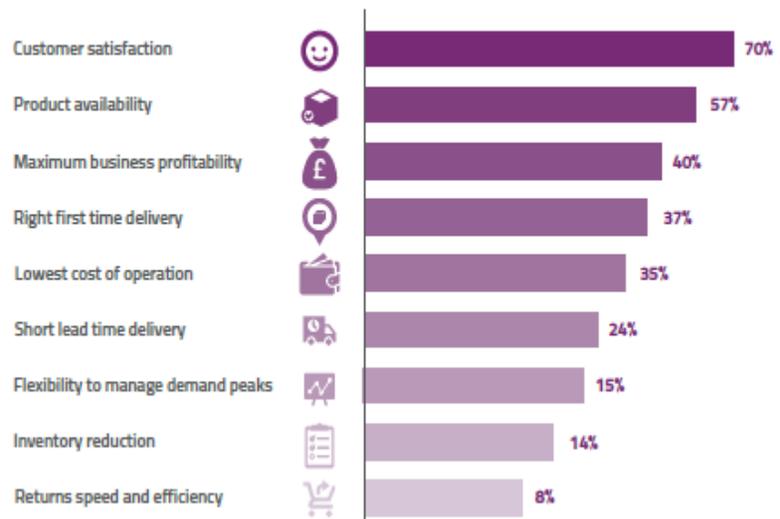
LCP Consulting released its annual report on the state of omnichannel development, titled [“The Omnichannel Journey: Balancing customer expectations with business profitability.”](#) The research identifies four retail archetypes — Omnichannel Pioneers, Omnichannel Followers, Optimized Multi-Channel/PurePlay retailers and Challenged Multi-Channel retailers — which are designed to help merchants understand where their businesses are from an omnichannel strategy perspective and which operating model they should adopt.

Key findings of the study include:

- The omnichannel development journey is longer and more complex than retailers originally thought. Omnichannel Pioneers and Followers have recognized that they must re-engineer their businesses and develop a more effective operational backend in order to meet customer demands.
- Omnichannel adopters are now realizing the benefits to their businesses, which include increased sales and a higher probability of delivering double-digit growth.
- Customer expectations are changing rapidly, which leave merchants with the burden of placing customers at the heart of retail. But understanding the customer is an area that is still being neglected, with only 57 percent of omnichannel Followers saying they are measuring business performance by customer.
- Delivering on challenges such as same-day delivery and demand spikes will require retailers to work effectively with their partners.

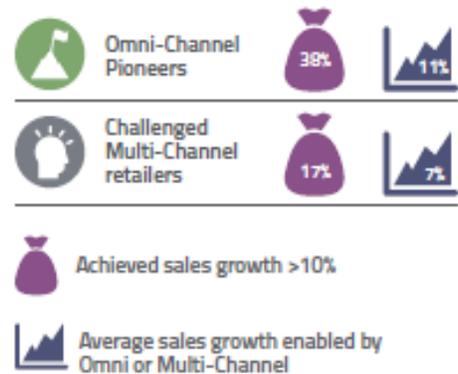
- The views on the success of Black Friday remain split among retailers, with Pioneers maintaining a more realistic view of the economic demands that arise with shopping spikes and Followers being reported as the only group to overwhelmingly see it as a positive thing.
- Merchants must be prepared for an uncertain future. As the retail landscape continues to rapidly evolve, those who are unable to respond are more likely to be left behind.

## SUPPLY CHAIN DESIGN: RESPONDENTS PLACED THE FOLLOWING FACTORS IN ORDER OF IMPORTANCE – FROM HIGHEST TO LOWEST



## 2015 RECOGNISES A LONGER OMNI-CHANNEL JOURNEY

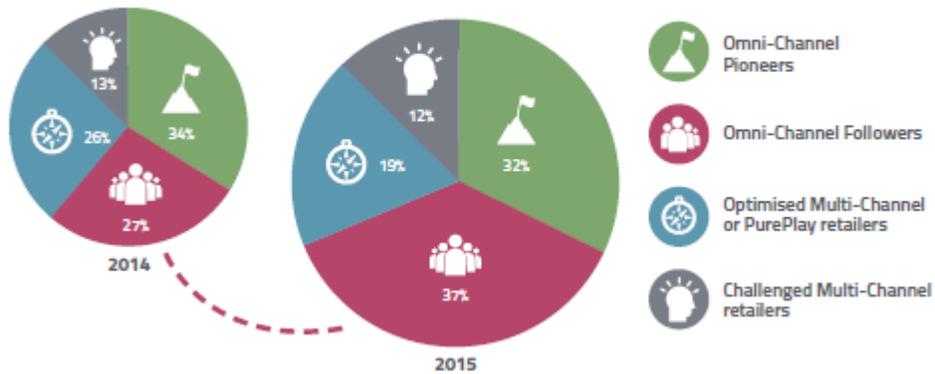
More retailers are claiming they are in transition to omni-channel in 2015 vs 2014.



Source: LCP: “The Omnichannel Journey”, 2015.

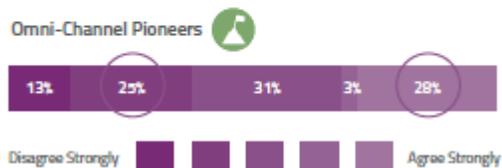
# 3: SERVE THE CUSTOMER

## 2015 SEES A SIGNIFICANT GROWTH IN THE NUMBER OF OMNI-CHANNEL FOLLOWERS



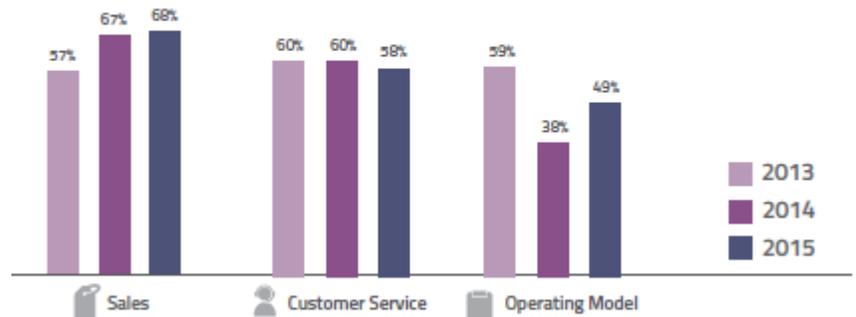
## VIEWS ON BLACK FRIDAY PROFITABILITY AND SUSTAINABILITY ARE POLARISED

To what extent to you agree or disagree with the following statement: "Black Friday is an unprofitable and unsustainable promotion"?



## THREE MAIN OMNI-CHANNEL ADVANTAGES

What are/were the three main advantages for your business in moving from a multi-channel model?



Source: LCP: "The Omnichannel Journey," 2015

# 3: SERVE THE CUSTOMER

eBay Enterprise, a provider of customer experience and customer service solutions for retail brands, partnered with OpenSpan to optimize the omnichannel customer experience. Through the partnership, eBay leverages [OpenSpan Automation](#), a portfolio of desktop automation and robotic automation solutions designed to automate, simplify and integrate applications and technologies, to deliver a more streamlined approach to omnichannel marketing. OpenSpan's solutions will eliminate the need for eBay Enterprise customer service employees to field requests in multiple verticals by instead routing requests to the appropriate or next available employee as necessary.

## MANAGEMENT

Oracle's fourth annual Retail TouchPoints Omnichannel Survey questioned 114 business leaders in order to identify the most [effective omnichannel strategies](#). The most significant findings from the report include: Mobile devices are provided to in-store employees by 61.4 percent of retailers; nearly 67.5 percent of retailers utilize analytics to strengthen their omnichannel efforts; and 42.1 percent of retailers are enhancing the shopping experience of their customers by enabling customers to have products shipped to their homes or other stores for omnichannel purchases.

Mi9 Retail [acquired](#) Raymark Xpert Business Systems to deliver a suite of real-time enabled applications, including merchandising, analytics, point of sale, omnichannel, clienteling and CRM. The acquisition will enable Mi9 Retail to serve more retailers its existing merchandising, business intelligence and store operations software solutions while allowing it to broaden its offerings to include more retail specific customer-centric applications across all channels.

Global payments provider [Ingenico](#) announced it will partner with Aava Mobile to launch a merchant-specific tablet that will run on Intel technology and integrate both contactless payments and point of sale management features. The solution is aimed at optimizing the purchase experience for consumers while keeping the tool easy to use for retailers. It will also feature new mobile services and security standards to safeguard contactless payments.

Fashion lifestyle brand Z Gallerie selected Aptos to optimize, streamline and integrate its [omnichannel retail operations](#) and support innovative customer engagement services. The end-to-end omnichannel retailing solution from Aptos offers CRM and eCommerce functionality and will also include financial reporting capabilities. By leveraging Aptos' solution suite, Z Gallerie aims to improve in-store engagement, expand its digital commerce footprint and better understand customer needs, wants and buying behavior.

# 3: SERVE THE CUSTOMER

## CHECKOUT

Electronic payments and banking solutions company ACI Worldwide acquired eCommerce player PAY.ON in a deal worth roughly \$200 million in cash and stock. ACI purchased the firm to bolster exposure to alternative payments methods and card acquirers across more than 160 countries. The global presence will help facilitate cross-border business, with an emphasis on omnichannel options. The [combined ACI/PAY.ON solution](#) provides merchants and PSPs the ability to deliver a seamless omnichannel customer payment experience in any retailer modality – in-store, mobile, online – with both on premise and SaaS delivery options.

Payworks, a POS payment platform provider, released a white label software development kit (SDK) for its [white label mPOS Pay solution](#) clients. The SDK serves as an extension of the existing mPOS Pay solution that enables clients to offer an integration option of their product, therefore allowing the opportunity to use third-party application providers as resellers. It will also support Chip & PIN reader integration into specialized merchant apps, e.g. tablet-based cashier systems, mobile taxi apps and logistics solutions. ConCardis is the first client to launch this SDK for their ConCardis OptiPay product.

[CardFlight](#) received EMV approval and certification of its mPOS solution from payment solution provider TSYS. Upon the approval, merchants who process payments through TSYS will be able to accept EMV payments on iOS and Android devices.

## CURBSIDE PICK UP

Walmart's Q3 earnings showed that same-store sales and a rise in foot traffic has helped the retailer drive up sales — which produced an earnings report that shot its stock up 4.8 percent just before noon EST on Nov. 17. The real sweet spot for Walmart this quarter has been its store overhaul focus, but also its attention toward its digital products. Walmart has accelerated its expansion of [online grocery pick up](#) and has seen that customers who start using online grocery spent nearly 50 percent more than similar customers who shop only in stores. The company began the chain-wide use of a mobile service that can tell when a customer is coming to pick up an online general merchandise order before they even walk into the store.

# ABOUT THIS REPORT

## ABOUT PYMNTS

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