



# How Pay-by-Bank is the Perfect Solution for Merchants and Consumers

**John Drechny, CEO, MAG**

**Ross McFerrin, VP of Enterprise Growth, Trustly**

**Perry Starr, Director of Payment Acceptance, Target**





# Today's Panelists



**John Drechny**

CEO  
MAG



**Ross McFerrin**

VP of Enterprise  
Growth  
Trustly



**Perry Starr**

Director of Payment  
Acceptance  
Target



# What's Holding Pay-by-Bank Back?



## Lack of Awareness/Education

- 49% of non-users were not familiar with this type of payment

## Concern of Security/Trust

- 56% of non-users cite concerns related to security and trust
- This number increases with age of respondent

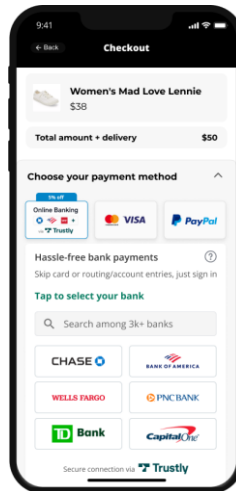
## Availability

- 46% of users say availability would be highly influential in their decision to switch merchants/providers

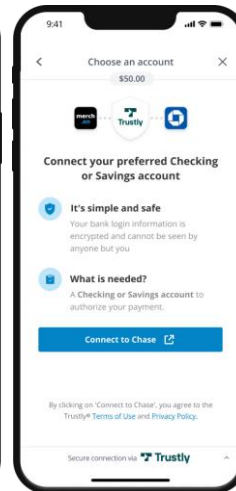
# User Experience



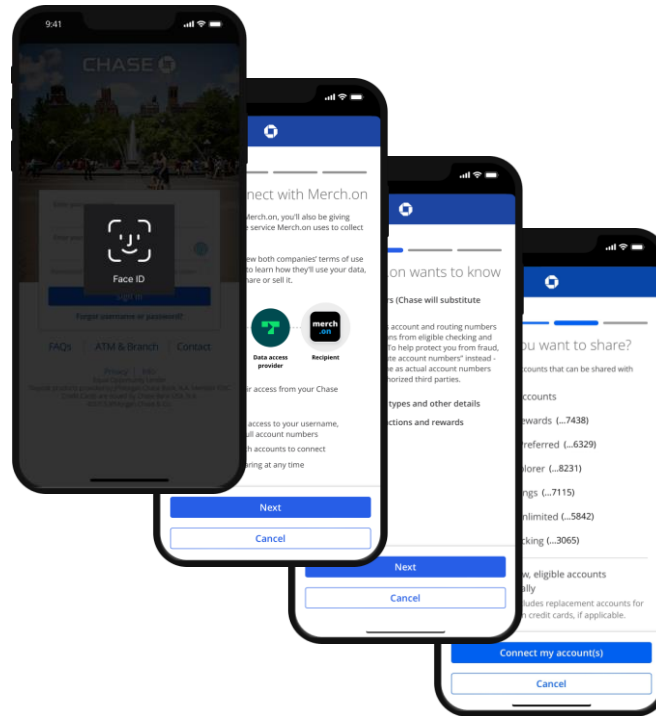
## Widget



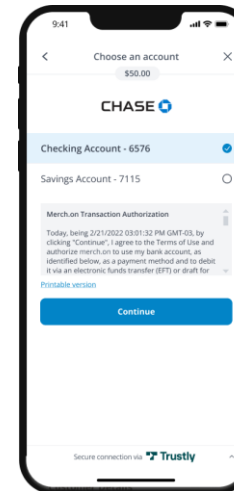
## Security slider



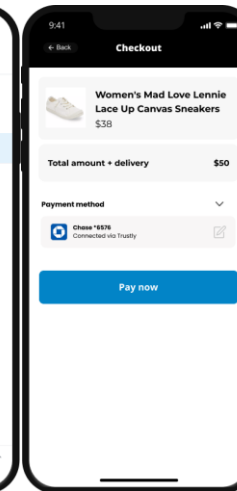
## FI flow



## Choose an account



## Account on File



# Benefits for the Customer



	Pay by Bank	Debit Card	Credit Card
Financial independence	●	●	●
Budget management	●	●	●
Credit building	●	●	●
Rewards	●	●	●
Fit for recurring payments	●	●	●
Instance of fraud	●	●	●
Consumer protection	●	●	●

# Audience Q&A

