

# E-commerce payments for insurance

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# Agenda

Best practices of today



Card-on-File payment



Recurring payment

Future of e-commerce

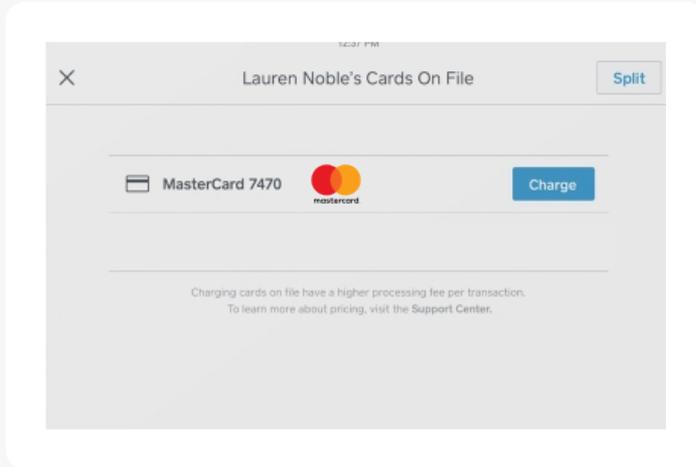


MDES for Merchants

# Best practice of today: Card-on-File

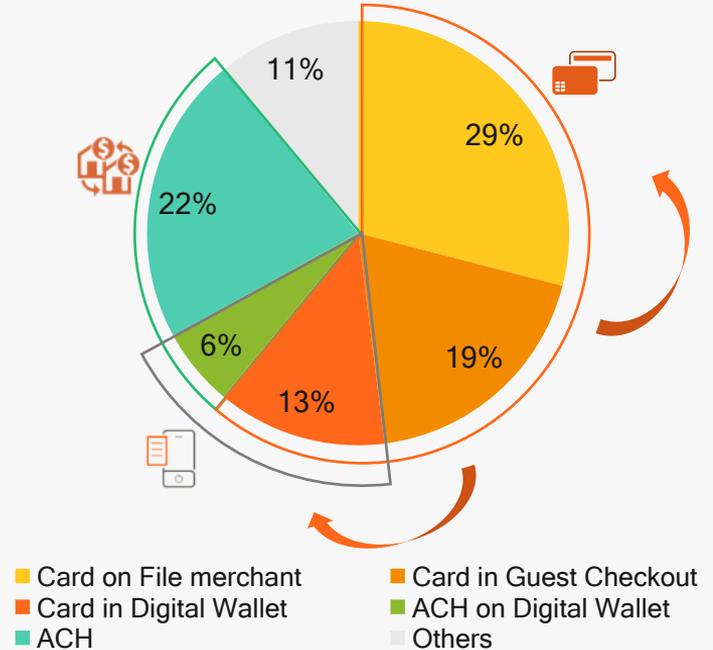
# 85+%

of Hungarian e-commerce card payment volume is happening with Card-on-File capable acquirers



## E-COMMERCE SPEND BY PAYMENT USE CASE

Europe 2017, 100% = 864B€



After infrastructure enablement, cardholder education is paramount

# Best practice of today: Recurring payments

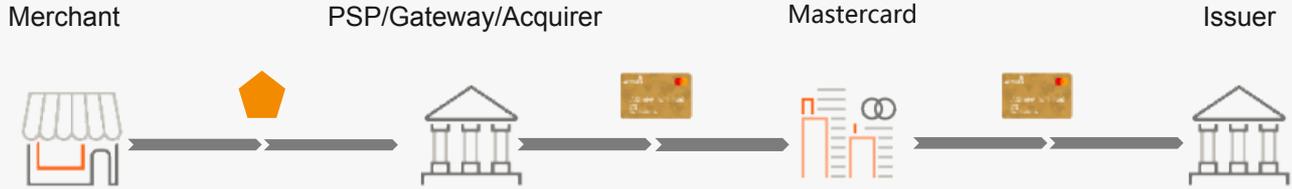


**Recurring payment:** cardholder authorizes merchant to automatically charge their card-on-file (e.g. for a monthly subscription fee payment)

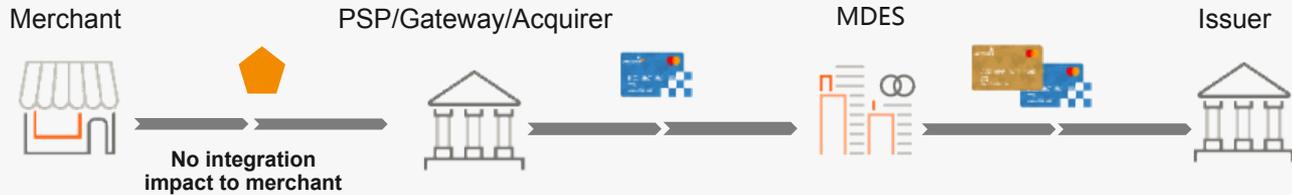
Card-on-File payments	Recurring Payments
Requires active payment initiation by cardholder	Initiated by merchant
Has to comply with usual authentication rules	Authentication only required 1st time
Can manage variable billed amounts	
Cardholder can give consent upon payment (top convenience)	
	Development need from merchant: cardholder must be able to input maximum amount, maximum timeframe. Needs cancellation possibility.

After infrastructure enablement, cardholder education is paramount

# Future of e-commerce: MDES for Merchants



Current state



MDES 4 Merchants



**Better Approval Rates**

Reduces card lifecycle related declines by keeping card information up to date



**Enhanced Security**

Tokenization enhances security, M4M tokens are merchant specific reducing the risk of data breach  
MDES is validating that the transaction is coming from the right merchant through the use of cryptographic data



**Improved User Experience**

Merchants receive issuer card art assets to display to consumers



# Mastercard e-commerce payments support financial literacy



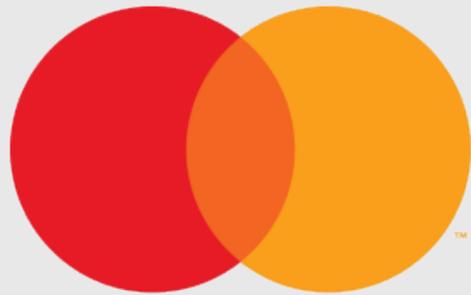
Online card payments provide consumers **control** over spending



Recurring card payments help cardholders in **timely, regular** payment while keeping transactions **free and traceable**



MDES for Merchants will let cardholders **track and control** spending individually for each merchant



**mastercard.**