



## EXECUTIVE SUMMARY

Three years ago, Mastercard began investigating ways to promote digital payments and digitize cash-dependent industries around the world. Identifying PayRange as an innovator with a large, existing network in the unattended retail space, Mastercard partnered with PayRange in 2017 to first integrate Masterpass, the Mastercard mobile wallet, into the PayRange mobile app and then run a targeted mobile marketing program to drive Masterpass adoption.

Mastercard gained valuable insight into changing consumer behavior in unattended retail as well as the benefits of PayRange's unique ability to run marketing campaigns to specific consumer segments. After the pilot period ended, targeted consumers continued to use Masterpass, showing that the incentive programs developed by PayRange were effective in changing consumer behavior and driving lasting Masterpass adoption.



*“There is a world of opportunities to enable digital commerce around the world so consumers can buy what they need faster and more seamlessly.”*

— Qwynn Dolmo, Vice President,  
Business Development, Mastercard

## BRINGING CASHLESS TO UNATTENDED RETAIL

When Mastercard first started exploring ways to bring digital payments to cash-dominated industries, unattended retail was and continues to be an obvious target. Over 85% of unattended retail purchases were still made with cash and coins. There is a simple reason for the continued cash dependence: Adding a card reader and telemetry device to machines requires a major capital investment from operators.

“We saw benefits in PayRange’s ability to bring mobile technology to market with a lowered cost of investment in machine hardware and while helping to reduce friction in the payment process, help us further our goals in increasing digital transactions,” explains Qwynn Dolmo, Vice President for Business Development for the Commerce Platform at Mastercard.

Mastercard’s partnership with PayRange started by integrating Masterpass™, Mastercard’s digital wallet platform, into the PayRange app, allowing PayRange users to fund their wallet using Masterpass. After the Masterpass integration went live in May 2017, both companies collaborated to develop a marketing program to increase Masterpass usage among

PayRange users. PayRange developed a targeted campaign to achieve Mastercard’s goals and objectives, including recommending the segments to target, creating the incentive offers themselves, writing co-branded messaging, and developing the technology to deliver the automated messages using the PayRange Campaigns platform.



 **masterpass**  
Exceeded goal of  
**10X GROWTH**

In total, the teams ran 10 targeted marketing campaigns for Masterpass with the goals of (1) driving new Masterpass registrations (2) activation of existing Masterpass wallet holders and (3) repeat funding of PayRange wallets with Masterpass. The result: Mastercard’s goals for growth in Masterpass usage were exceeded and Masterpass usage stayed constant even after the marketing campaigns ended in December 2017.

## CASE STUDY MASTERCARD® AND PAYRANGE PARTNERSHIP

### AN AGILE PARTNERSHIP

Throughout the partnership, PayRange's agility and flexibility has been essential to both quick time-to-market and to taking advantage of the lessons learned from testing different marketing initiatives, allowing Masterpass to get maximum benefit from the marketing program.

"Vending experiences and unattended retail are taking the world by storm," said Michael Gargiles, Director - Emerging Verticals at Mastercard. "Companies need to deploy solutions very quickly in order to keep up with growing demands for virtual service."

"For the Commerce Platform, PayRange was the fastest development integration that we had done to date," Qwynn Dolmo says. It took less than 45 days from the first technical conversation to going live with Masterpass integrated into PayRange.

The nimble culture at PayRange extends to the entire company, not just the technology team, which has allowed both companies to immediately take advantage of the data coming in from the marketing program.

"There's always an opportunity to make tweaks and adjustments," Dolmo says. "PayRange is always open to having those discussions. We can always read results, take our lessons learned and get that speed to market."

*"Tactically, the flexibility, allowed these programs to be successful" Gargiles says.*

### CONTINUED EXPANSION

While 2017 was a year to test and learn from the Mastercard and PayRange partnership, both companies are now discussing how to apply those lessons to expand and accelerate Masterpass and PayRange adoption. "We've only tapped the surface of what we can do," Dolmo says. His plans for the future include expanding the Masterpass marketing programs to all PayRange users as well as broadening the partnership's geographic reach. "There is a world of opportunities to enable digital commerce around the world so consumers can buy what they need faster and more seamlessly," Dolmo says. "My role is to find opportunities for us to advance digital commerce and promote Mastercard around the world," Dolmo says. "PayRange is one of the key players in the unattended retail space that is seeing the same type of vision."

### DETAILS OF THE MASTERPASS / PAYRANGE MARKETING PROGRAM

PayRange's ability to deliver targeted mobile marketing campaigns to segmented consumers purchasing from a machine is unique. PayRange developed campaigns for Mastercard that sent targeted consumers an email, push notification, and an in-app message inviting them to participate in a Masterpass promotion. Invited consumers could fund their PayRange account using Masterpass and receive a matching \$5 credit, up to three times in the promotion period. The process is an integrated experience in the PayRange app.

The campaign had a conversion rate of 5.6%, reduced inactive users by 33% and exceeded the Mastercard goal of 10x growth in Masterpass in this vertical.

"Right now, with no campaigns running, we're seeing the behavior modification campaigns that we tried in 2017, are still showing positive results" Dolmo says. "With no incentives being delivered, they (the consumers) are still transacting using Masterpass."

PayRange | masterpass

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**3 EASY STEPS:**

- 1 In your PayRange app, select \$5 or more to load funds and tap on the Masterpass button
- 2 Sign into your Masterpass account or top Register to create one
- 3 Get a \$5 bonus credit added to your PayRange balance

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