

Payments Dive is a news publication designed specifically for payments leaders. Across topics such as retail, banking, restaurants, and more, our journalists cover the most impactful news, trends, and risks shaping the payments sector.




01 Audience

81K
unique monthly visitors

78%
of subscribers are manager-level or above

90%
of Fortune 100 Companies read Payments Dive



52,500

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02 Top-performing content

In 2024, the payments industry is undergoing accelerated digital transformation. As embedded payments rise and digital payment fraud surges, leaders are rethinking and prioritizing prevention strategies. With federal incentives shaping the industry's future and increased consolidation and cybersecurity investments, leaders must stay agile to keep up in a landscape defined by change. Let's take a look at what payments leaders have been focused on most.

Top 5 topics

- Banking
- Technology
- Retail
- Regulations & policy
- Risk

Top 10 Payments Dive stories

Fiserv seeks special purpose bank charter	Visa cracks down on surcharge programs
New York enacts surcharge law	6 payments trends to watch in 2024
Mastercard to be dinged by Discover deal	CFPB may take legal action against Block
FedNow draws some banks, as others lag	Affirm sheds workers
Amex to sell fraud prevention firm Accertify	Capital One-Discover deal may spark antitrust concern

Keywords resonating right now

- buy now pay later (BNPL)
- Credit Card Competition Act
- real-time payments
- payments fraud
- contactless payment security
- AI-driven fraud detection
- crypto regulations
- swipe fees

03 Trend analysis

The wave of digitization hits

- B2B digitization set to pick up steam to catch up with consumer payments
- Embedded payments expected to quickly expand as companies aim to streamline the customer experience/integrating financial tools into software becomes easier
- Rise in digital transactions triggers rise in digital payments fraud, forcing companies to re-examine digitization strategies and lean into prevention; invites fears around fast adoption of real-time payments

Federal involvement

- Continued swipe fee battle sparked by Credit Card Competition Act and its potential impact on retailers, merchants, and bank card issuers
- Adoption of the Federal Reserve's system, FedNow, to move the industry toward real-time payments
- Increased Consumer Financial Protection Bureau (CFPB) scrutiny over Apple and Google's control of contactless payments on smart devices

Changing tides ahead

- Surge in consolidation expected as large companies look to acquire startups, companies with falling valuations, and those that could expand their offerings
- Increased focus and investment in cybersecurity as industry moves to a prevention mindset amid rising frequency and sophistication of fraud and attacks
- Excitement swirls around AI's potential to detect/prevent fraud, personalize payments to consumer preferences and behavior, and enhance consumer insights

Our readers spent nearly **2x** as long on these stories than the average story:

- Adyen eyes growth in North America
- Fiserv CEO details special bank charter pursuit

Digital surges

Fintech innovators are aggressively revamping their digital payments strategies to meet consumer demand.

studioID tip

The digital payments landscape continues to charge towards transformation to stay ahead of new technology. As global trade goes digital, B2B digitization catches up to consumer payments, and more digital wallets arrive, help payments leaders keep up with best practices and success stories on strategy implementation from legacy brands and newcomer disruptors alike. Don't shy away from spotlighting failures as well, as this group seeks to minimize risk any way they can.

Regulators tighten their grip

Increased federal involvement in the payments sector is sparking tensions and influencing strategic decisions for stakeholders.

studioID tip

Amidst evolving federal programs, oversight, and regulatory changes, payments leaders must find ways to keep up with changes and stay in compliance. Guide them with timelines, major decisions, and what it all means for them directly to help them maintain business resilience amidst shifting regulatory frameworks.

Ballooning fraud deflates progress

As innovation skyrockets, rising payment fraud is casting a dark shadow over the industry.

studioID tip

New payment options are exposing new vulnerabilities. Whether a bank, processor, card network, intermediary, or fintech, nobody is safe from the increasing scale, sophistication, and frequency of payments fraud. Regulators are paying attention, and expressing dissatisfaction over payments companies' responses. Go all in on prevention strategies — as well as how to effectively handle consumers when fraud does occur — to help payments leaders stay out of hot water and keep pressing forward.

04 Marketing insights

Supercharge your approach with this audience by reflecting the content preferences of over 52,500 Payments Dive subscribers in your strategy:

Preferred content types

- [Webinars/virtual events](#)
- [Trendlines](#)
- [Playbooks](#)
- [Infographics](#)

Make digital digestible

Ensure leaders stay informed with clear, straightforward insights about digital developments and their potential business impacts.

studioID tip

Across the payments landscape, financial institutions vary widely in their approach to innovating payment technologies and preventing fraud. Some are leading the pack, while others lag far behind. Lean into highly informative yet concise content that leverages credible research and stories of other industry players to help leaders navigate this dynamic sector and stay ahead of its evolution.

Consistently share regulatory updates

In light of increased government oversight, businesses must stay current with regulations to adapt their strategies for resilience.

studioID tip

Keep payments leaders up-to-date on changes in regulations to ensure their brand remains compliant and proactive in its approach to new developments. Go a step beyond the headlines by coupling developments with action-oriented checklists to help leaders mobilize and ensure preparedness across their organization.

Anticipate monumental shifts

With mergers, digitization, and cyber threats on the rise, the payments industry is poised for major transformation.

studioID tip

Between threats/fraud casting a shadow over the industry, the increasing trend of mergers and acquisitions, and disruptive innovations from fintech leaders, payments leaders need a forecast and comprehensive analysis of what the future holds. Providing predictions of these changes, along with data-driven content, will be crucial for leaders to maintain an edge over competitors.

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How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

