YOUR
DIGITAL WALLET
JUST GOT *Better!*

WHAT IS NEW?

Secure, fast and easier to use, the Digital Wallet is now enabled via Web Push Provisioning (WPP), which is a new, convenient method that enables users to add payment cards to digital wallets – such as Google Pay or Samsung Pay - directly through a web browser. This eliminates the need to download a mobile app, simplifying the process while enhancing both user convenience and security.

HOW DOES IT WORK?

01

The user receives their Digital Wallet card via email or SMS.
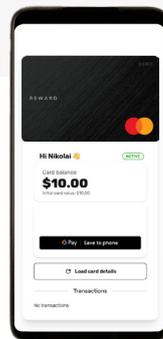
02

They then access the card portal and tap "add to wallet" for Google or Samsung.
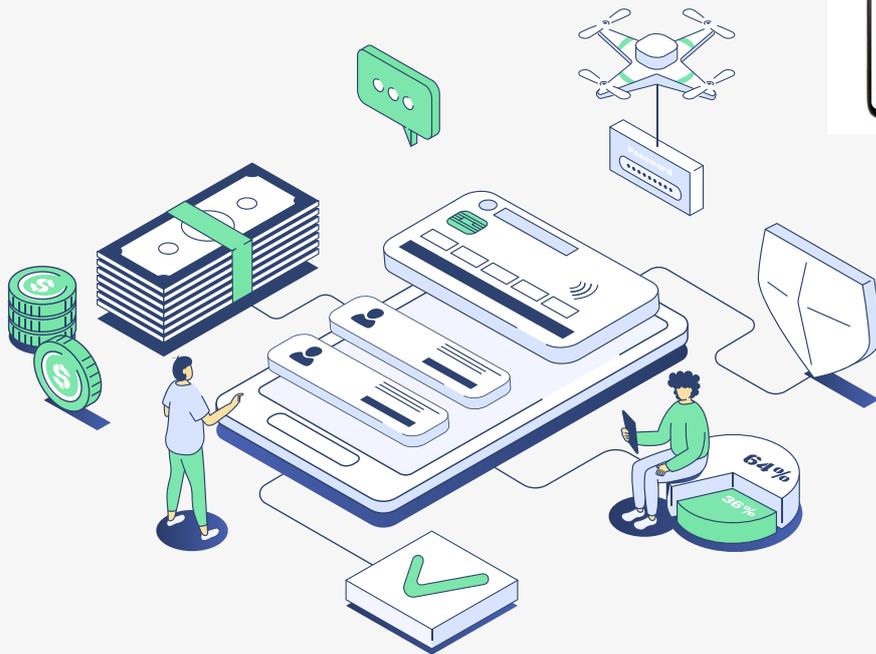
03

Following the Google or Samsung steps to add the card to their wallet… in a flash the card is ready to use!

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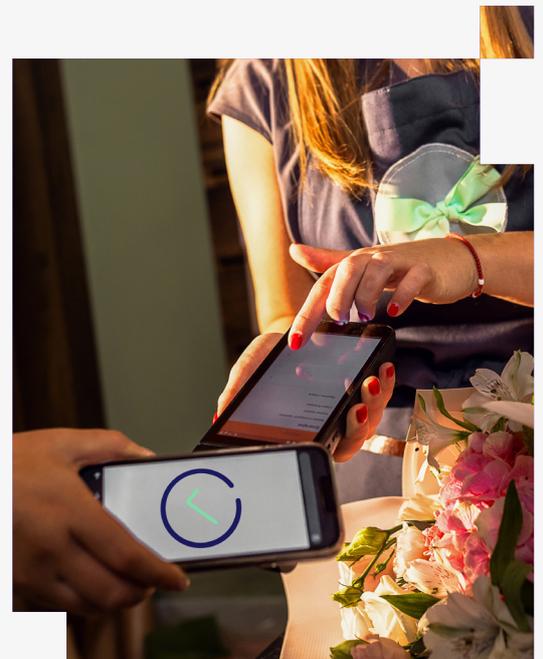
WHY SHOULD YOU USE A DIGITAL WALLET?

- **Capitalize on digital wallet growth:** In 2024, just over `50%` of the global population used digital wallets (4.3 billion users). This number is projected to rise to nearly `70%` by 2029, an estimated `5.8 billion users`. As digital wallet transactions grow, offering a seamless browser-based integration is essential to meet consumer demand. `Source`
- **Enhance customer experience:** A fast, secure card-addition process boosts user satisfaction and loyalty.
- **Gain a competitive advantage:** Early adoption of a Digital Card can set your business apart in the market.

WHAT ARE THE BENEFITS?
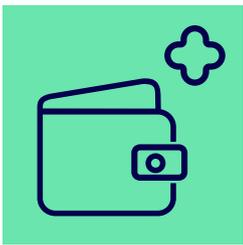
Convenience

Users can add cards to Digital Wallets without downloading additional apps.

Speed

New instant card provisioning allows immediate use for both online and in-store purchases.
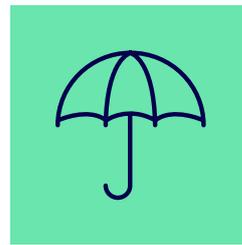
Security

Digital Wallet uses tokenized credentials, helping reduce fraud and eliminate manual card entry.

ALIGNED WITH USER BEHAVIOUR

99%

of Gen Z and **98%** of Millennials use mobile banking daily. `Source`

Efficiency

Digital Wallet drastically `reduces the steps` involved in manual card registration for a rapid process.
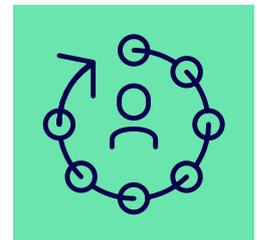
High Conversion Rates

Over `70%` of users add cards to wallets when using a mobile browser. `Source`

60%

of Millennials primarily use mobile banking apps. `Source`

80%

of Gen Z prefer contactless payments, and **more than half** regularly use mobile wallets like Google Pay. `Source`

For more information or to book a meeting: opia.com/contact-us/

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