

Adyen Scale-up Series: Mid Market

This checklist will help you take practical steps to grow your business while getting the most out of your payments partner. Check the closest option to your current scenario: yes or no and get your results in the end.

Maximising existing customers

How can you sell more of your existing products/services to your current customers?

Does your shopping experience support customers to increase the size or frequency of their purchases?

Yes

no

Does your checkout experience engage and build trust with customers?

Yes

no

Can you quickly start accepting all of your customers' preferred payment methods, wherever they shop?

Yes

no

Attracting new customers

How can you attract new customers for your existing product/service range?.

Can you use payment data to segment your customers into different groups?

Yes

no

Can you promptly identify shopping behaviors and their patterns amongst different customer groups? (e.g. looking into card identifiers to know where customers shop from and their preferred payment methods

Yes

no

Innovation of value delivery system

How can you improve the way that you create, offer and deliver your products to increase growth?

Geo- graphical expansion

Where can you expand to and how can you deepen the distribution in these territories?

Can you identify and reward shoppers? (e.g. tokenize cards for one-click payments and other incentives?)

- Yes
- no

Does your checkout experience translate well to your brand identity?

- Yes
- no

Do you offer a shortlist of payment methods relevant to your shoppers?

- Yes
- no

Do you dynamically localize your payment experience to meet local market demands and preferences?

- Yes
- no

Do you, or a trusted payment expert, have local knowledge when it comes to payment trends?

- Yes
- no

Can you easily set up operations to start accepting payments in different regions?

- Yes
- no

Attracting new customers

How can you attract new customers for your existing product/service range?.

If you got...

9 or more yeses

Congratulations - your payment set up is contributing to your growth! You probably need some fine tuning to ensure you are living up to your full growth potential. If you need personalized tips, get in contact with Adyen today.

Between 5 and 8 yeses

Great start! You are on a growth path and a few adjustments to your payments setup and customer payment experience can help you reach even higher growth rates. Talk to your payment partner about small adjustments you can make to ensure your operations are set up for success. Want to hear from our experts? Get in touch.

4 or less yeses

Let's get you set up for success. There are probably a few structural elements missing to make your payment set up a winning one. Let's put that in place today - get in touch with Adyen to see how a payment partner can set you on a growth path in no time.

One payments partner. Endless opportunities.

Adyen is the payments partner of choice for growing businesses to the world's largest companies. It is simple and secure, fast to integrate and gives merchants peace of mind that all their payments needs are covered so that they can focus on reaching their business goals.

Thousands of businesses worldwide use Adyen to scale their business including: Lancaster, Hellofresh, Daniel Wellington, Brabantia and Flixbus.

For more information, visit [adyen.com](https://www.adyen.com)