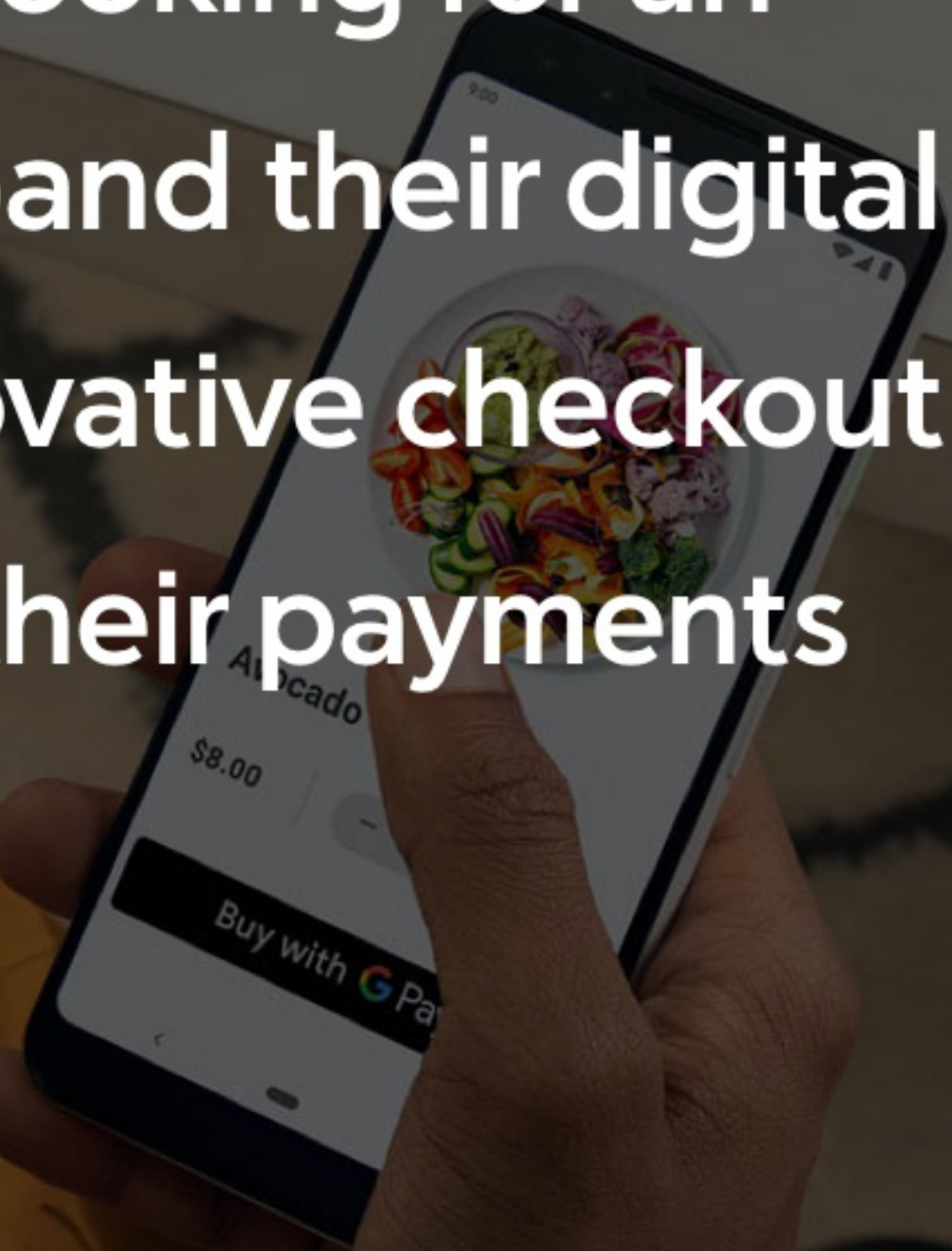




Google

Carat helps leading brands drive revenue, reduce costs and grow at global scale. Here's how our Payment Optimization and Commerce Channel capabilities helped one company reduce their costs and reach new consumers.

Our client and partner was looking for an omnichannel partner to expand their digital wallet footprint, create innovative checkout experiences, and optimize their payments performance.





Delivered Capabilities

Modern Integration

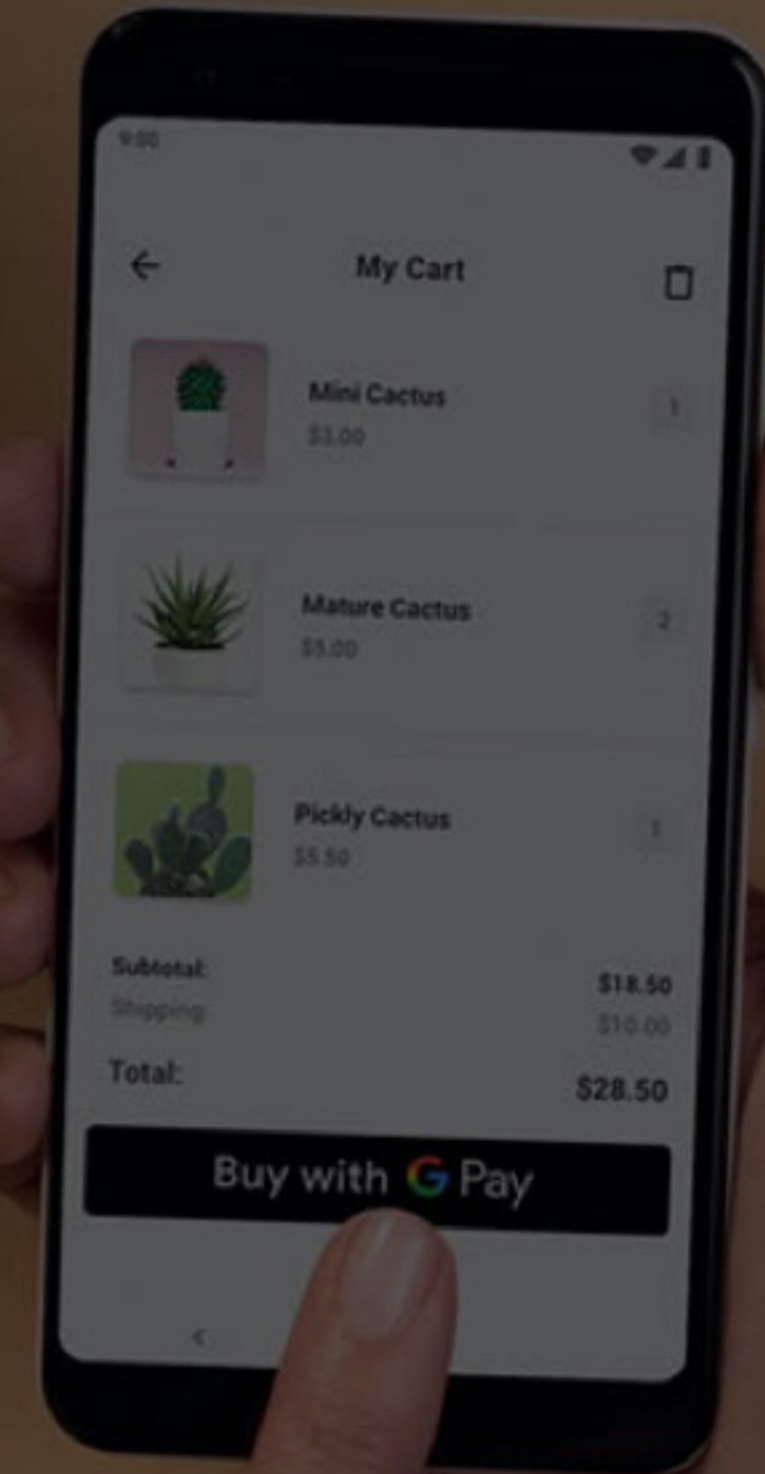
Single access to Carat merchant ecosystem and market leading commerce solutions across existing merchant apps, locations and channels

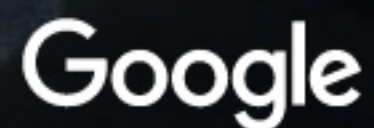
Merchant Ecosystem

Leveraged modern adaptors to quickly connect the next generation of Google Pay to digital and physical site locations

Payment Optimization

Improved bank approval rates and lowered transaction costs





Client Benefits

11K New Pay at Pump Locations

Seamlessly integrated the innovative next generation of Google Pay with a leading, national petro merchant

6% Higher Approval Rate

Improved average payment acceptance rate for large merchants

New Commerce Experience

Drove customer satisfaction, acquisition, and retention with safer, touchless checkout experiences

Source: client + internal data.

Carat Drives More Commerce

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