

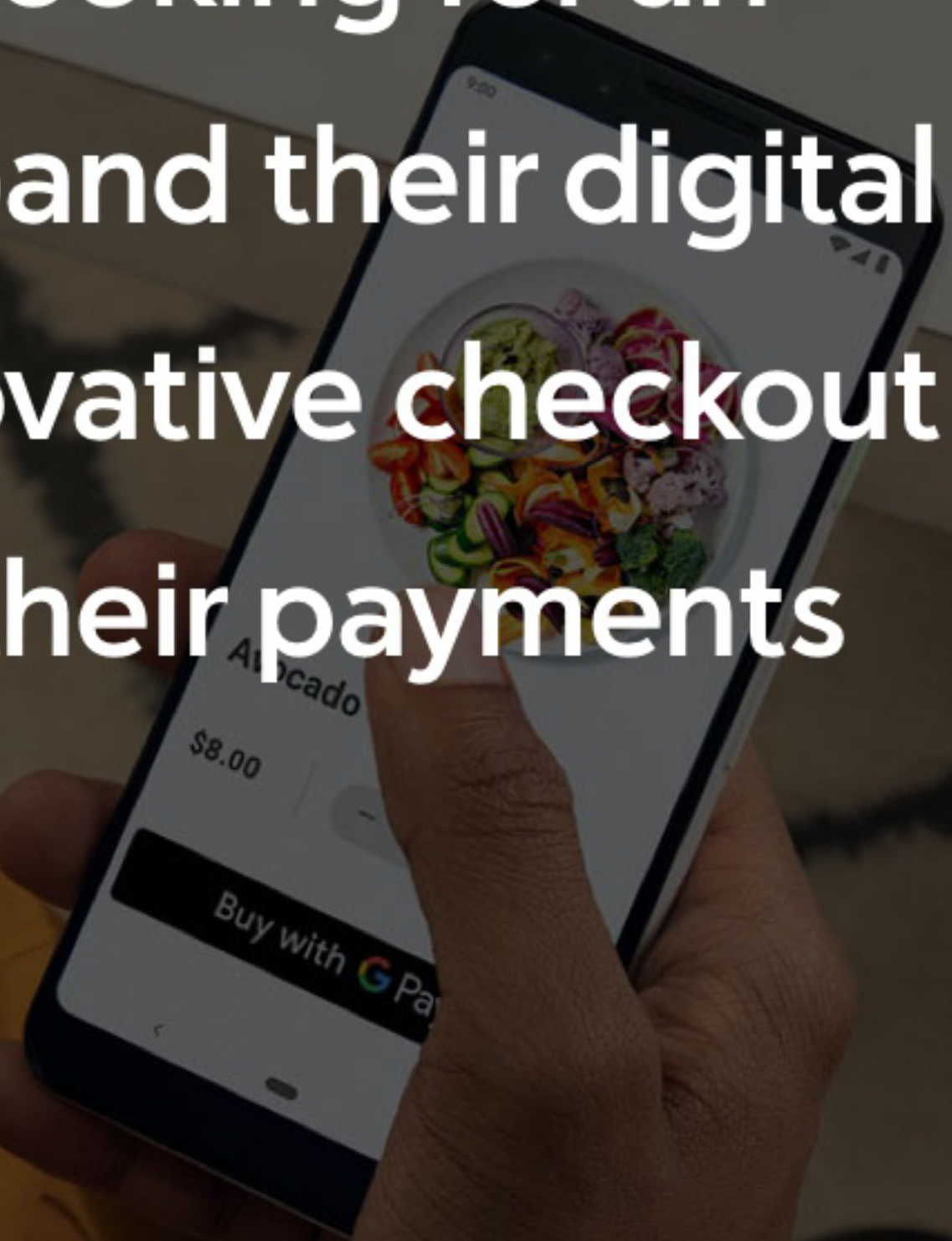


## Google

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.

Google

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.





Google

Delivered Capabilities

# Modern Integration

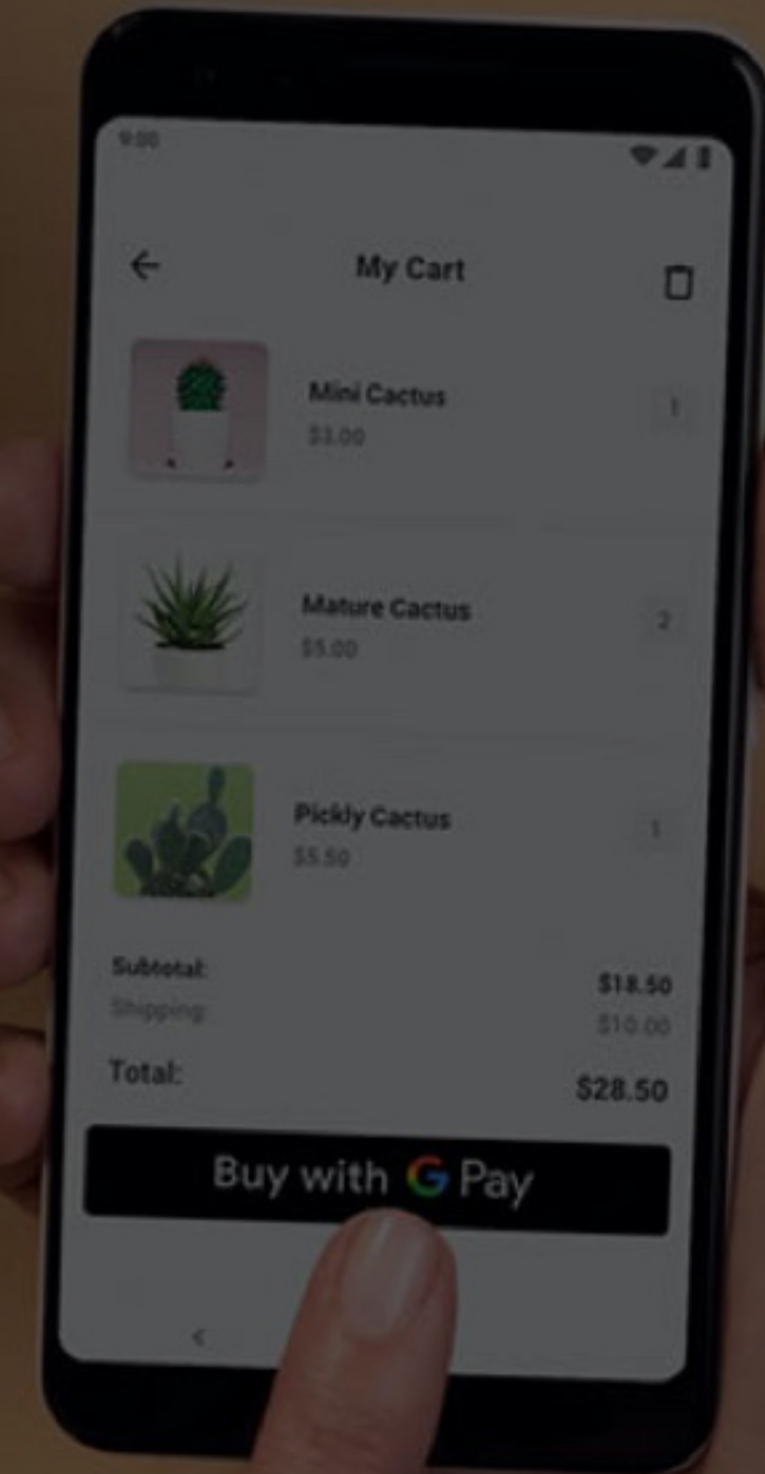
Single access to Carat merchant ecosystem and market leading commerce solutions across existing merchant apps, locations and channels

# 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





Google

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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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