2022 YEAR AT-A-GLANCE

Driving positive change and innovation in the payments industry that serves the merchants’ interests through collaboration, education and advocacy.

GROWTH

OVER 185 U.S. Merchants

The MAG Membership Includes Many of the Top Merchant Companies

10 of the Top 10
19 of the Top 20

Member Verticals *Through August 2022

- 46% Mass Merchant/Dept. Store/Grocery
- 25% e-Commerce (Airlines, Hotels)
- 16% Petroleum/Convenience Stores
- 13% Small Ticket/Restaurants

ADVOCACY AND COMMUNICATIONS

Advocacy Update

- The Federal Reserve released their clarification to Regulation II for debit routing, stating two unaffiliated networks must be enabled for ALL debit transactions. The clarification will lead to an estimated $3 Billion in savings for the market.*
  *Estimate by CMSPI
- Bipartisan, bicameral legislation, the Credit Card Competition Act, introduced with intent to increase competition in the credit card market.
- Organized a collaborative effort among merchants and trade associations to discuss payments policy on a recurring basis.

MAG Leadership Quoted in 10 Influential Digital Payments Publications

Increase in LinkedIn and Twitter Engagements

LinkedIn
- ENGAGEMENT 400%
Twitter
- ENGAGEMENT 200%
Encouraged Better Data Sharing Leading to Visa Announcing Changes to Compelling Evidence Which Grant Merchants' Liability Shift on Friendly Fraud Transactions

Conducted First “Voice of the Merchant” Study in Partnership with Oliver Wyman

Advocated for Changes with the Mastercard BNPL Product. Influenced the Product and Roll Out, Benefitting Merchants’ Interests

Record-breaking Annual Conference Attendance

Held 25 Merchant Only SIG Networking Sessions

Over 1000 Participants

Technique Forum Expanded Into Two Full Days of Content

Introduced Rising Payments Professionals (RPP) Program and Networking Events

Over 1100 Members and Sponsors

Introduced MAG Studio and Person on the Street Interviews

Hosted 17 Webinars Which were Complimentary to MAG Members

EDUCATION

6 COURSES

Over 1000 Registered

Merchant Payments 101 is a Foundational eLearning Course Available for Free to All Access Merchant Members!

Over 10% Increase in Tech Forum Sponsors

Presented 28 Tech Forum Sessions

500 GRADUATES

Increased Number of Complimentary Registrations for Merchant Members

TECH ENGAGEMENT

(952) 928-4648 | Info@MerchantAdvisoryGroup.org | MerchantAdvisoryGroup.org | STAY INFORMED: LinkedIn Twitter