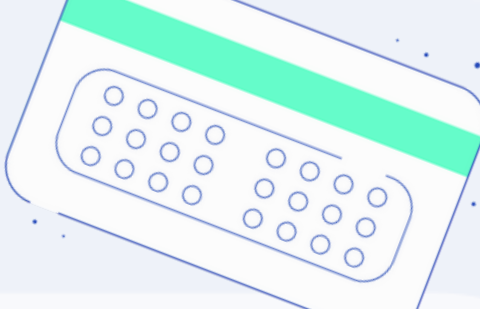


# Use Cases of Tokenization



## RECURRING PAYMENTS

Regular, automated transactions that allow customers to access products or services continuously, essential for subscription or membership-based models.



What is it?

## CARD-ON-FILE/ ONE-CLICK PAYMENTS

A payment approach where a customer's payment details are securely stored after their initial transaction. This setup allows for future purchases to be conducted swiftly with a single click or minimal interaction.

- **Subscription Services:** Online magazines, educational services, SaaS platforms, and streaming services.
- **Membership Fees:** For gyms, clubs, and professional groups.



Ideal Use Cases

- **E-commerce Platforms:** Ideal for customers making frequent, repeat purchases.
- **Service Providers:** Ideal for businesses offering on-demand services or products.

- **Predictable Revenue:** Enables better financial forecasting.
- **Customer Loyalty:** Enhances retention through consistent value.



Advantages

- **Convenience:** Ease the payment process, enhancing the customer experience.
- **Customer Retention:** Simplified transactions contribute to higher satisfaction and retention rates.

- **Subscription Fatigue:** The risk of customers being overwhelmed by too many subscriptions.
- **Cancellation and Churn:** The need for constant value delivery to minimize subscription cancellations.



Challenges

- **Data Security:** Ensuring the stored payment information remains secure is paramount.
- **Compliance:** Navigating and adhering to stringent payment security regulations.