

Interesting Highlights

Average Order Value

Top 5 Payment Methods Worldwide

The top 5 payment methods used globally have maintained their standings since

2019, with Visa and Mastercard still leading the pack with 63% of all digital good

orders, followed by PayPal at 23%.

63%

23%

4%

4

5

DISCOVER'

All others

2%

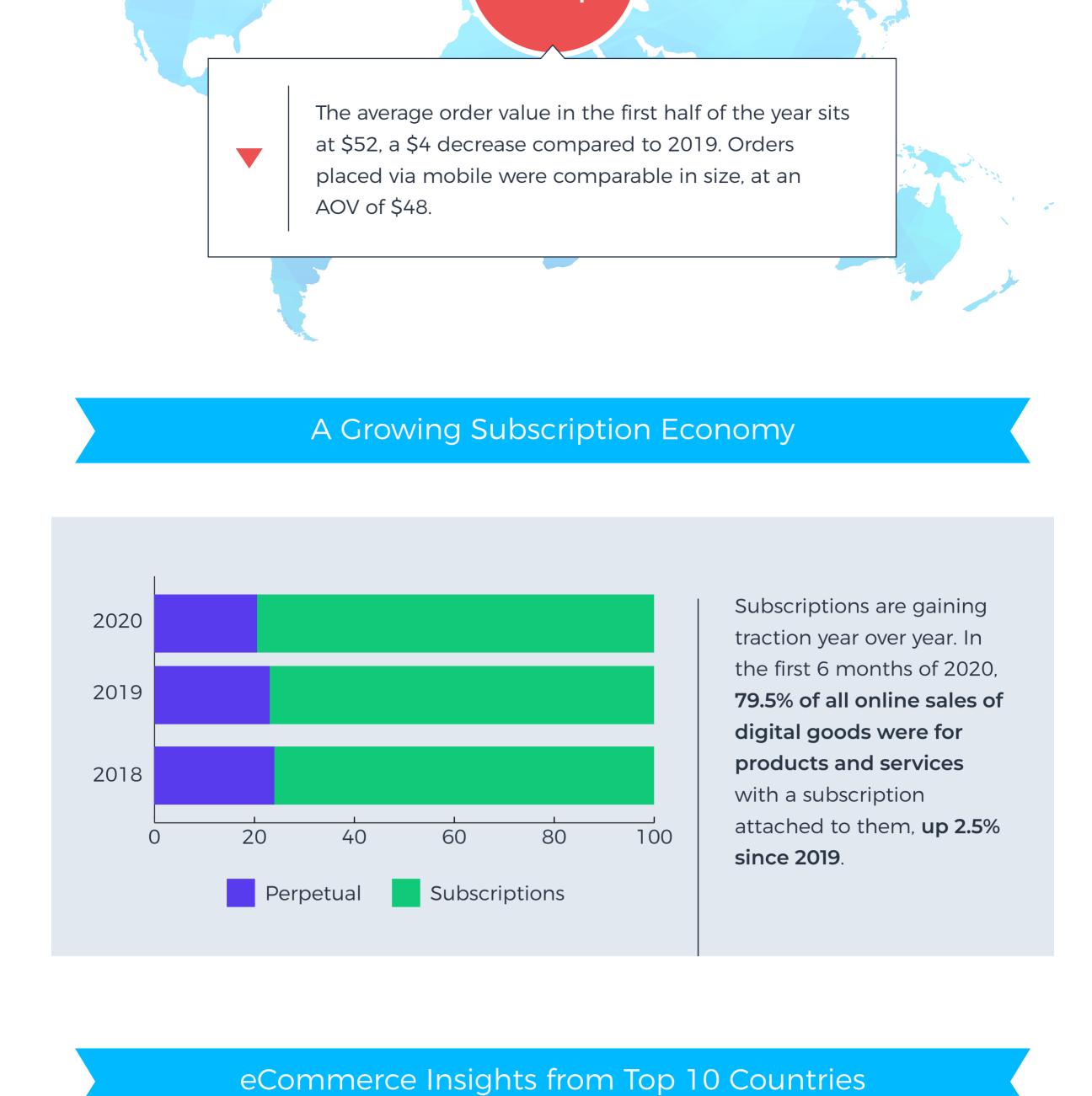
1%

7%

VISA

PayPal

AMERICAN



United Kingdom

VISA

BANK

Transfer

PayPal

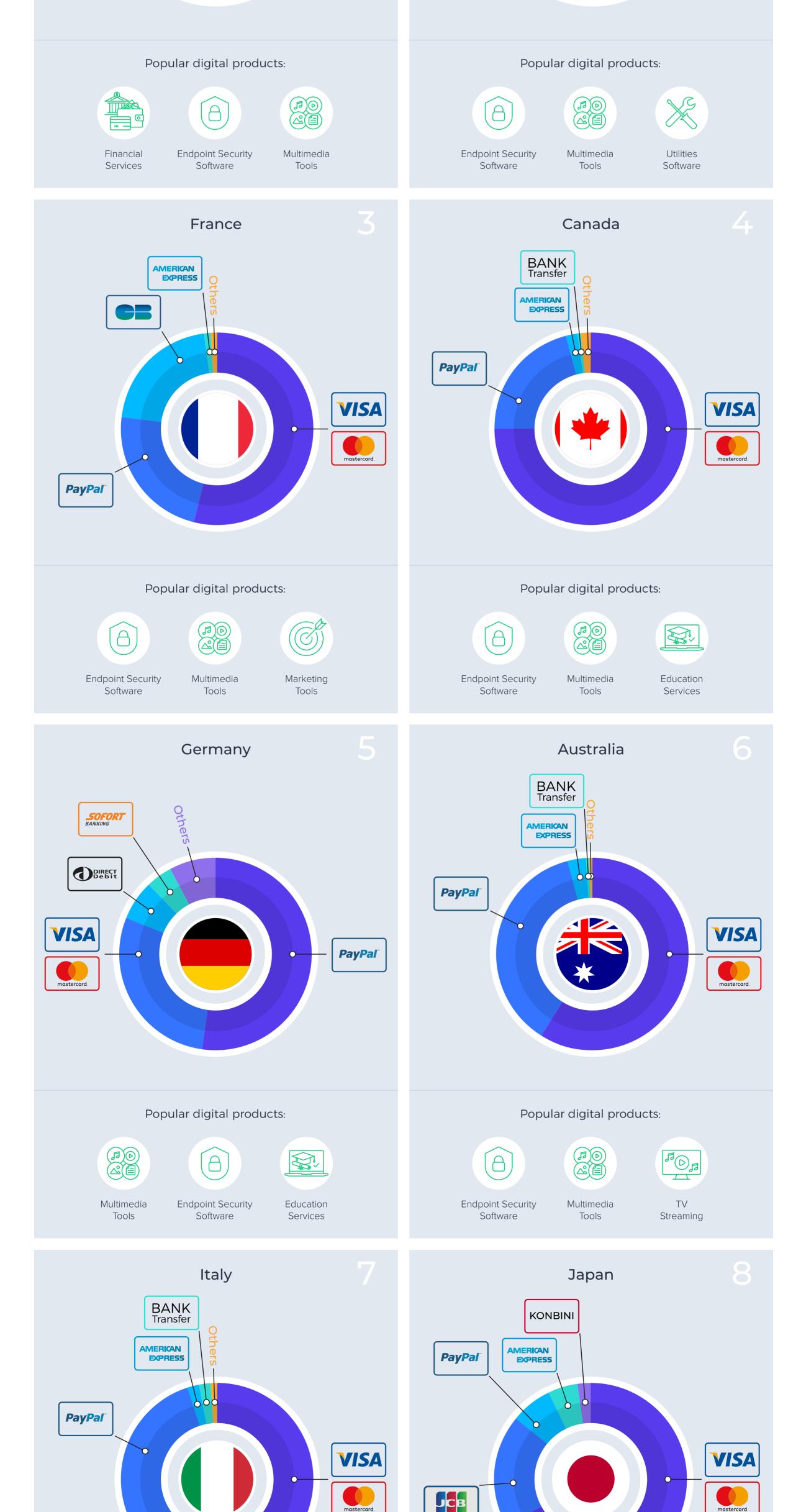
VISA

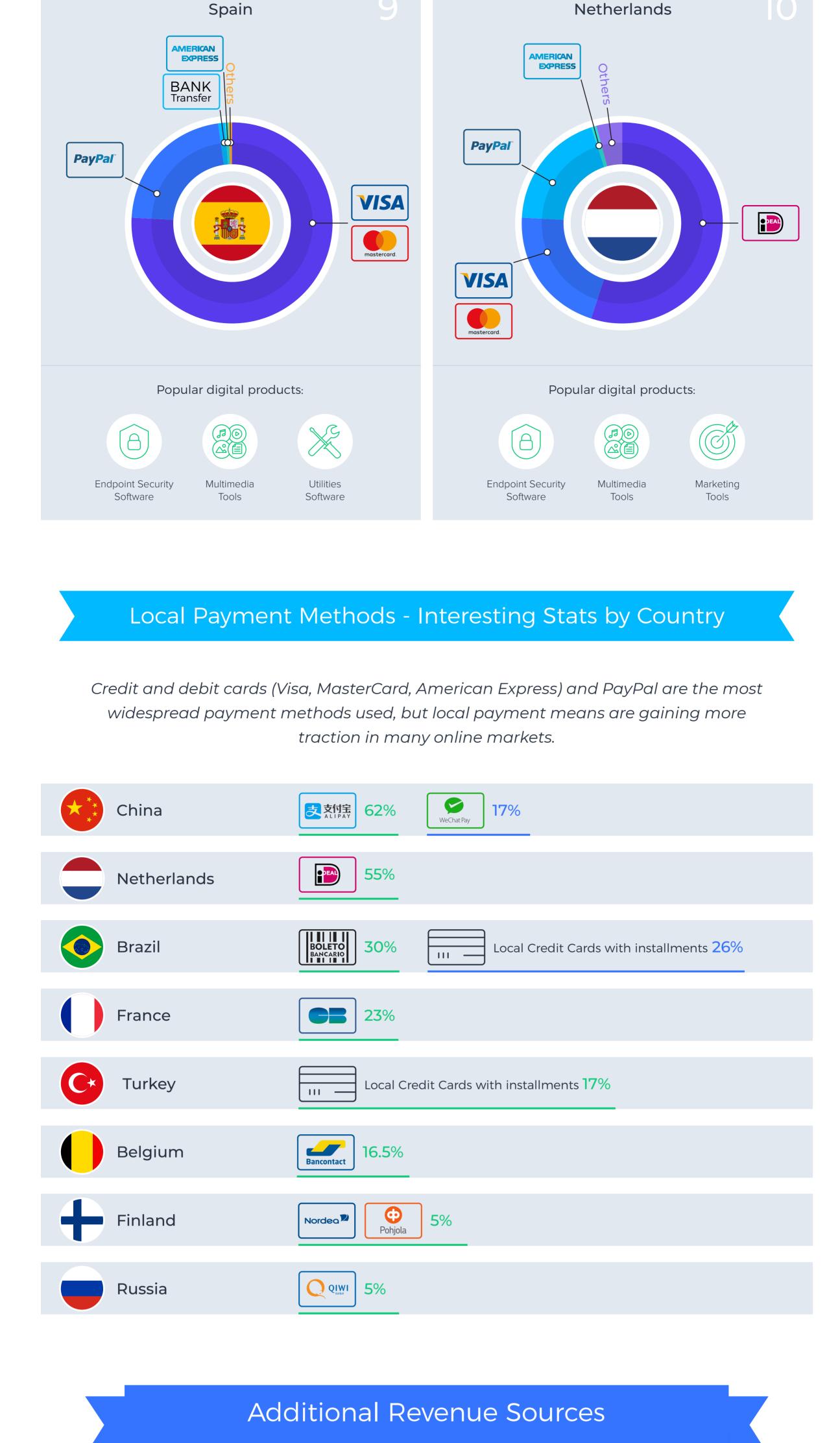
United States of America

DISCOVER'

AMERICAN

PayPal





Popular digital products:

Marketing

Tools

Endpoint Security

Software

Multimedia

Tools

Popular digital products:

Multimedia

Tools

Web Design

Tools

Endpoint Security

Software



Promotional Sales

of 3% from last year.

Merchants who employ promotional tools generated

36% of H1 2020 revenue from these efforts, an increase

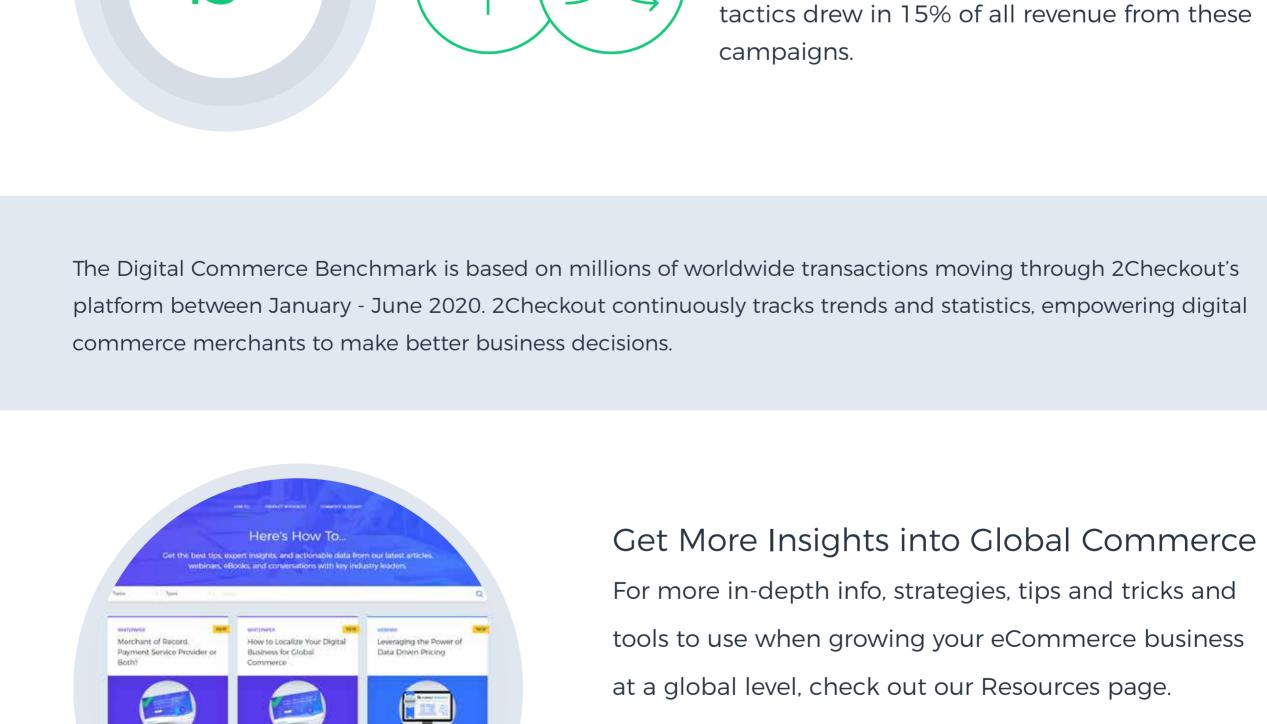
Affiliate Sales

2020, up 1% since 2019.

Affiliate marketing generated 24% of revenue for

merchants using the Avangate Affiliate Network in H1

Merchants who use cross-sell and upsell





is now **Verifone**°

with Marvin Llao, Partner





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