

# Global Reach. Actionable Insights. Unrivalled Expertise.

Reach 50,000+ payments professionals

2026 Media Kit

# The Payments Industry's Most Trusted Marketing Platform



## Unrivalled Reach

50k+ payments professionals worldwide, across every major hub



## Decision-Maker Audience

Senior executives from banks, fintechs, merchants, tech vendors & regulators

+



## Trusted by Leaders

Visa, Mastercard, FIS, WorldPay, Tietoevry, G+D, RS2, Boku and more



## Proven Engagement

Higher interaction rates than industry giants thanks to quality content & insights



## End-to-End Solutions

Research, strategy, content creation, and massive multi-channel distribution

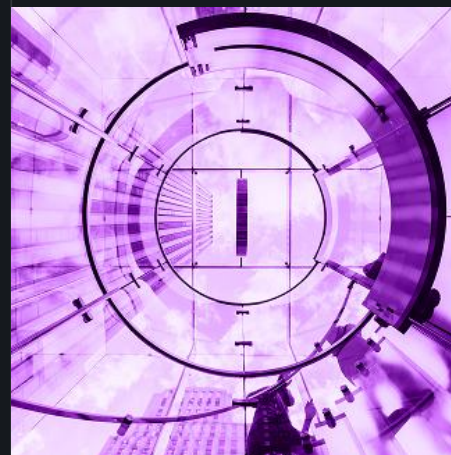


+

# Built Around Your Goals.

Our partnership programs flex to fit your needs, ensuring your brand connects with the decision-makers who matter most. Through close collaboration, we design campaigns that maximise visibility, drive engagement, and deliver results you can measure.

We don't just tell the story of payments — we help you own it.



# What we offer.

+

## Ready to Lead the Conversation?

Partnering with Payments Industry Intelligence means working with the most trusted voice in the payments industry. Let's build a campaign that amplifies your brand, engages your audience, and delivers measurable impact.



### Content Programs

From authoritative articles and white papers to podcasts, webinars and eBooks, we position your brand at the heart of the conversations shaping payments.



### Research Partnerships

Collaborate with PII's market-leading intelligence team on bespoke reports and data-driven analysis that combine your expertise with our 28+ years of payments research.



### Display Media

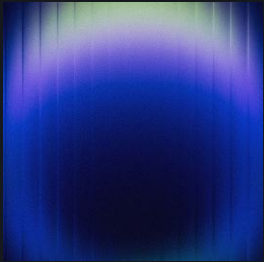
Maximise visibility with targeted placements across our multi-channel network — magazine, website, daily newsletter, social media, podcasts and more.



### Event & Campaign Sponsorships

Extend your reach at major industry events. From digital activations to thought-leadership showcases, we connect you directly with senior decision makers.

# Partner with Payments Industry Intelligence **+** Power Your Strategy.



Work with PII to break through to a highly engaged global audience of payments leaders. Our partnership programs deliver high-impact visibility, position your brand as a thought leader, and generate measurable business results.

## Capture Attention

Reach C-suite executives, senior decision-makers, and innovators across the payments ecosystem. Our audience relies on PII for authoritative insights, market-leading research, and daily coverage of the trends shaping digital payments.

## Tailored for You

Every partnership is bespoke. We collaborate closely to design campaigns that connect your brand with the right people, at the right time, across the channels where they engage most. We act like an outsourced marketing team.

## Proven Results

With a strong track record of elevating global brands, our campaigns build awareness, establish credibility, and deliver high-quality leads. From Mastercard to Tietoevry, our partners trust PII to amplify their voice and drive growth.

## Discover PII Research Solutions

Backed by 28+ years of payments expertise, our in-house team produces original, data-driven insights that clients use to shape strategy, enter new markets, and win customers. We have over 15 years of data pooled.

## Bespoke Reports

Custom research, designed and executed in-house, with actionable insights from transaction-level and market surveys across 43+ countries.

## Country & Regional Guides

Deep dives into payments ecosystems, fraud landscapes, and any other payments related topics.

## Industry Trackers

Timely, topical reports combining proprietary data, expert commentary, and global perspectives.

# Who We Are.

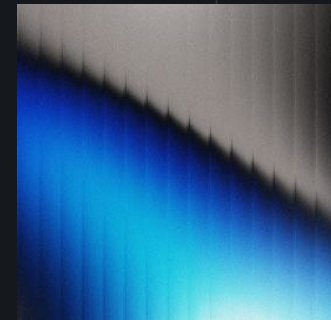
+

At Payments Industry Intelligence, we deliver trusted research, sharp editorial, and unrivalled distribution. Our team of researchers, analysts, and industry experts works at the intersection of payments and innovation — turning complexity into clarity and insight into action.

We don't just publish content — we help you own the conversation.

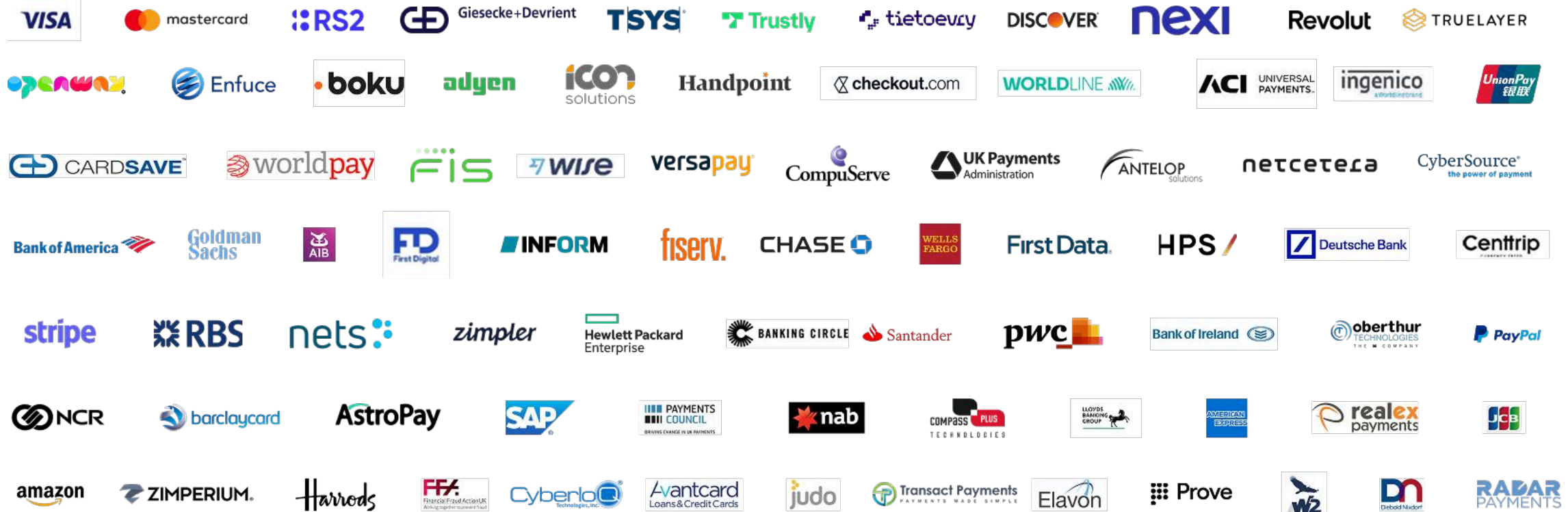
With PII as your partner, you gain a platform built on credibility, reach, and influence across the payments value chain.

**Global Reach.**  
**Actionable Insights.**  
**Unrivalled Expertise.**



# A strong track record of client success. +

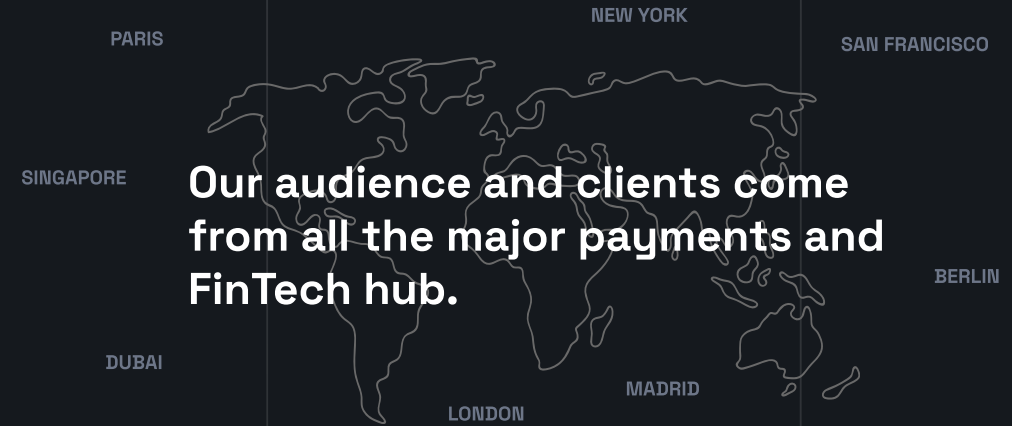
Our partnership programs deliver high-impact visibility, position your brand as a thought leader, and generate measurable business results.





# A global audience of senior executives across the payments ecosystem.

+



07

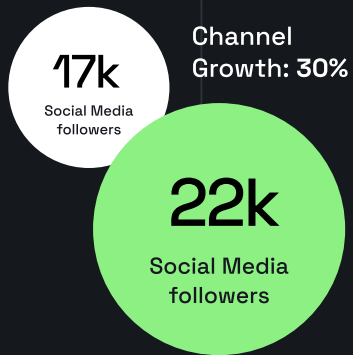


## Key Channel Metrics

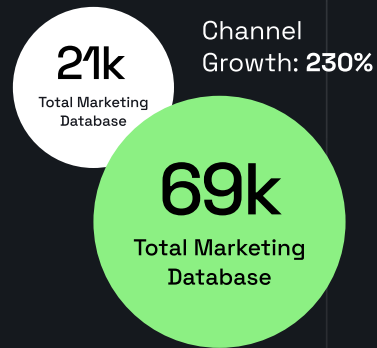
2024

2025

### SOCIAL



### MARKETING DATABASE



### NEWSLETTER

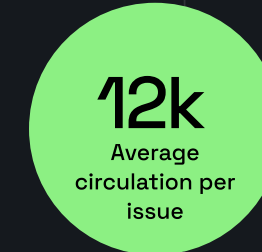


### OTHER KEY METRICS

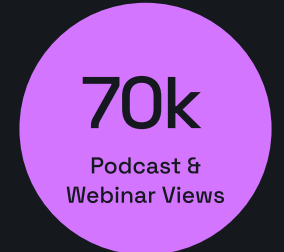
#### Web



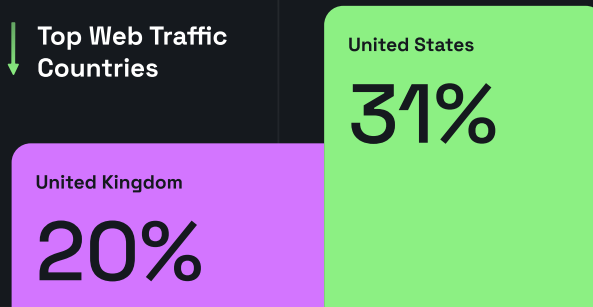
#### Magazine



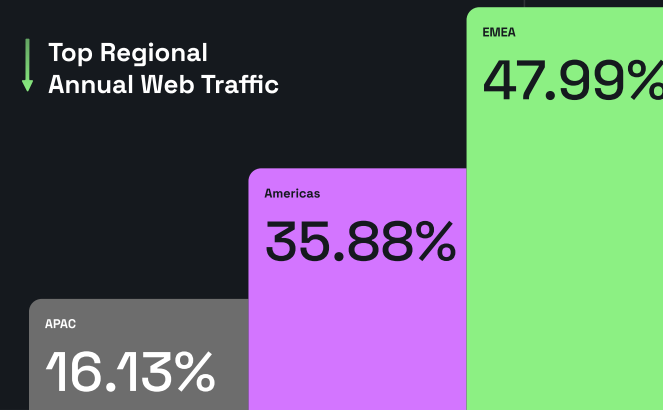
#### Multimedia



## Top Web Traffic Countries



## Top Regional Annual Web Traffic



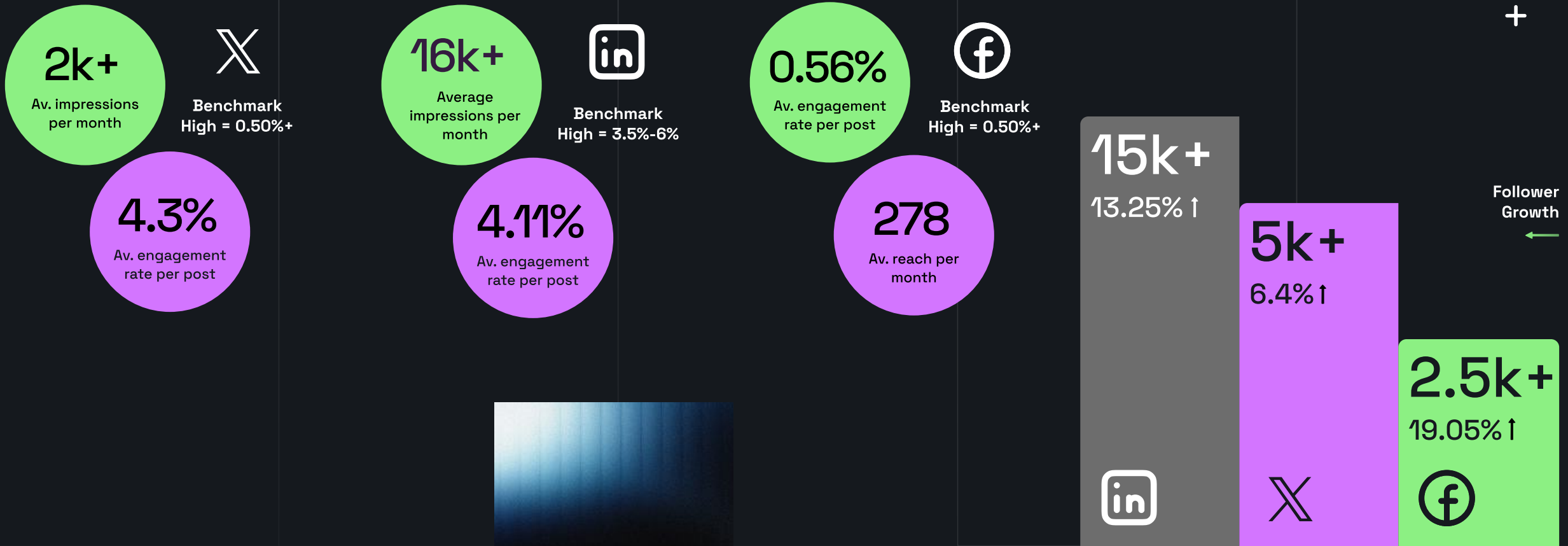
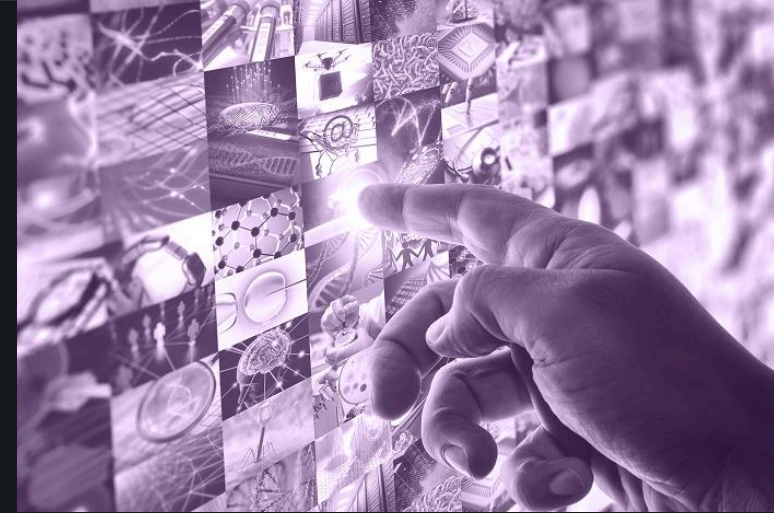
+





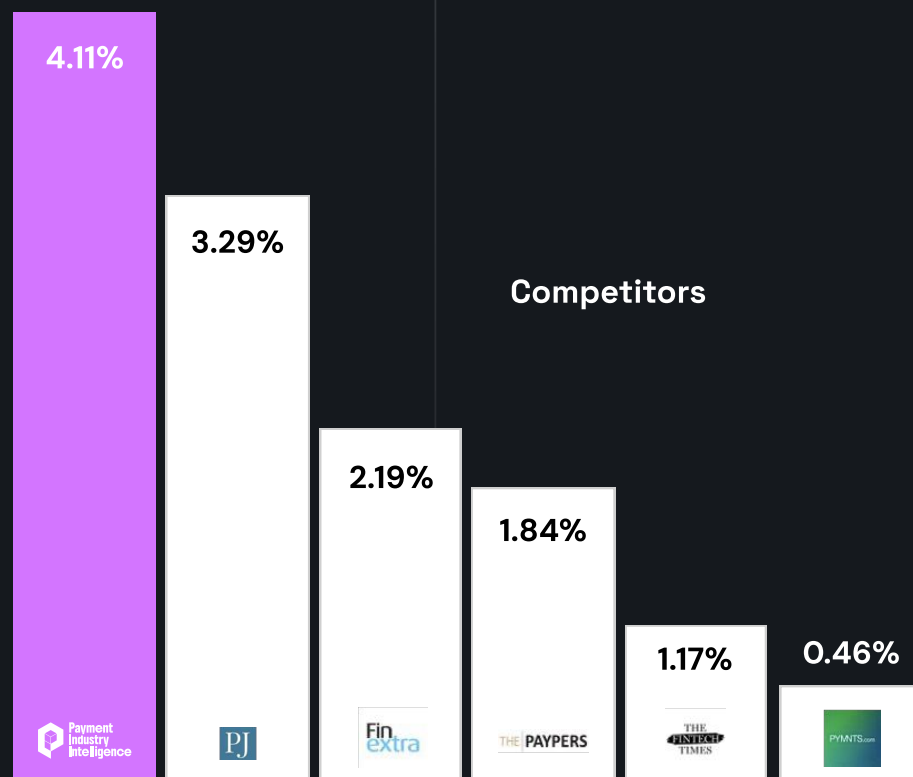
# Massive social presence.

Our audience and clients come from all the major payments and FinTech hubs. PII is the fastest-growing media outlet in the industry with >3% growth per month.



# Unrivalled engagement.

Across the industry - both competitors and 'giants' - we get better engagement\* due to our quality editorial, research and ability to pick out a real story from the noise.



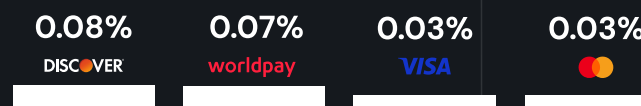
+



09

+

## Financial top players



\*The engagement rates referenced above are taken directly from LinkedIn only. The engagement rate is derived from the amount of posts vs the number of interactions with the post.

# Our audience: people you want to do business with.

## OPEN FOR BUSINESS



## IN THE 'SWEET SPOT'



## SENIOR DECISION MAKERS



## WITH FINANCIAL RESOURCES



+

## JOB TITLES INCLUDE:

- CEO / CTO / CFO / COO / CISO
- HEAD OF PAYMENTS
- HEAD OF DIGITAL
- HEAD OF PAYMENTS OR DIRECTOR OF PAYMENTS
- CHIEF FINANCIAL OFFICER (CFO)
- DIRECTOR OF MERCHANT SERVICES
- HEAD OF E-COMMERCE
- HEAD OF M-COMMERCE
- HEAD OF IT OR DIRECTOR OF IT OPERATIONS
- DIGITAL TRANSFORMATION OFFICER
- DIRECTOR OF FRAUD PREVENTION AND RISK MANAGEMENT
- HEAD OF COMPLIANCE
- VP/DIRECTOR OF CUSTOMER EXPERIENCE
- RISK ASSESSMENT DIRECTOR
- PRODUCT MANAGER FOR DIGITAL PAYMENTS
- PROGRAMME DIRECTOR
- IT DIRECTOR/MANAGER
- VP/DIRECTOR
- DEVELOPMENT DIRECTOR/MANAGER
- PROGRAMME DIRECTOR/MANAGER
- PROJECT DIRECTOR/MANAGER
- SENIOR STRATEGIST

## ORGANISATION TYPES:

- MERCHANTS / BANKS
- ACQUIRERS / ISSUERS
- PROCESSORS / FINTECHS
- TECHNOLOGY VENDORS / CONSULTANCIES
- INDUSTRY ASSOCIATIONS / CENTRAL BANKS

# Channel Metrics.

## Banners (last 12 month average)

Leaderboard  
Sidebar

Impressions (av)	Clicks (av)	CTR (av)
<div><div></div><div>19,145</div></div>	<div><div></div><div>482</div></div>	<div><div></div><div>2.52%</div></div>
<div><div></div><div>18,276</div></div>	<div><div></div><div>344</div></div>	<div><div></div><div>1.88%</div></div>

Benchmark CTR - 0.46%

## Marketing Email (last 12 month average)

Average Recipients	Opens	Open Rate	Clicks	CTR
28,009	6,282	22.43%	5,749	20.53%

## Daily Newsletter (last 12 month average)

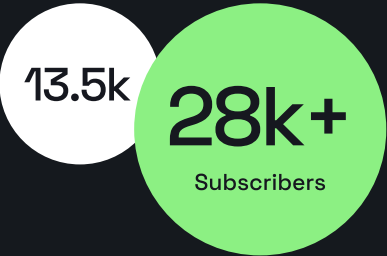
19,266	4,411	18.92%
--------	-------	--------

## Subscription Growth

2024 2025

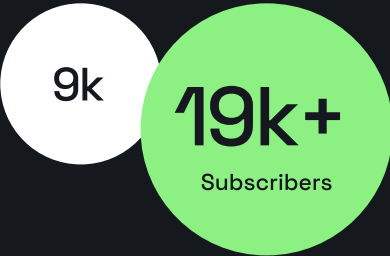
### MARKETING EMAIL

Channel Growth: 107.47%



### DAILY NEWSLETTER

Channel Growth: 111%



### TOTAL DATABASE



## Case Study

# Mastercard Open Banking Readiness Index Report.

## Mastercard Objective

To create a market-leading report on Open Banking for brand ownership of the Open Banking space and lead generation.

## Pll Delivery

Pll built a matrix for 10 leading OB countries and used proprietary research from its own Digital & Payments Card Yearbooks to generate an 80-page report on the status of OB across Europe and specifically focus on 10 markets in Europe. Pll also led on design, supporting assets including blogs, media releases, e-mail campaigns and integrated social media planning as well as an executive webinar.

+

+



21,723

Total Landing  
Page Views

2,784

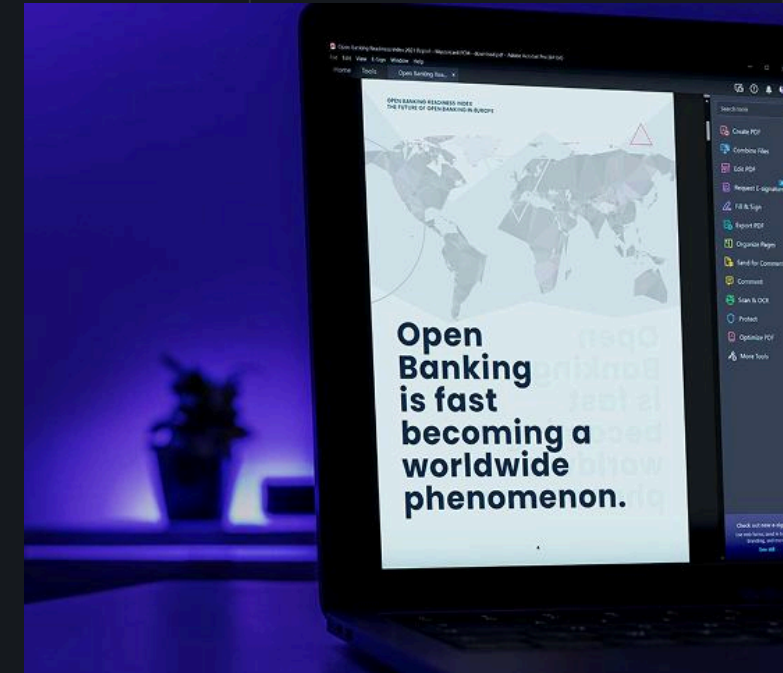
Total White Paper  
Downloads

6,672

Blog Views

497

Social  
Engagements



**“This was the best performing piece of content we did across Mastercard all year.”**

MASTERCARD EVP OPEN BANKING



## Case Study

# RS2 Quarterly Campaign.

### RS2 Objective

To create a continuous feed of market leading research into the payments market, supported by visual assets across all major channels and full campaign delivery support.

### Pll Delivery

On a quarterly basis Pll brief RS2 on what is hot in the payments market. The client then selects the core theme and Pll creates a white paper, launch PR and a follow up blog to support the white paper. We also create the full visual asset pack including social media cards containing highly topical facts that support the core theme and lead to downloads of the white paper. This full campaign supports the key objectives of regular, topical thought leadership, visual awareness of the brand and associated products and lead generation.

+

1,397

Total Landing  
Page Views

+

RS2

163

Total White Paper  
Downloads

65

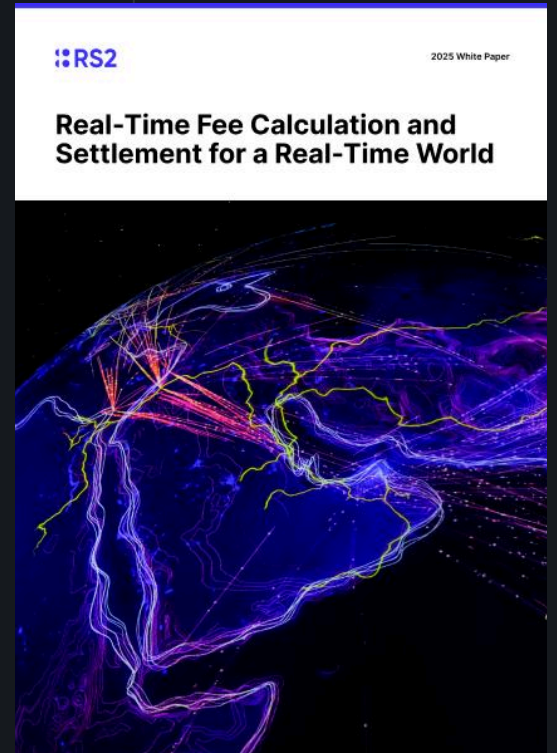
Social  
Engagements

1,499

Blog Views

2,308

Fact of the  
Month Views



"We have been working with Pll for years. They consistently deliver a fully outsourced marketing package for us on a quarterly basis which is well researched, written and designed. This consistently leads to good lead flow for our sales teams."

## Case Study

# Article & e-book production

In this project our client asked us to provide just a little bit more bang for their buck. So, we came up with a new product. We decided that with a range of products and services that our client was in the process of marketing to the payments industry, it would be best served to write an in depth article on the five different areas that they were servicing, creating a series of links back to their products and services that were hyper-relevant to that niche and targeting the correct messaging for that service in that niche. The result was a campaign that had five in-depth articles and a fully paginated e-book (digital & print) across a 12 week period.

## Giesecke & Devrient Objective

To create a market-leading campaign that lasted a full Quarter and included targeted content for each vertical its product supported along with brand awareness and lead generation.

## PII Delivery

Five in-depth, researched articles created to support the messages and more importantly targeted at the client set within the identified vertical. One e-book, paginated based on the brand awareness guides of the client, also prepared ready for print for use at Money 2020 Europe. One campaign run through all Payments Industry Intelligence channels to support the lead generative aspect of the campaign. Campaign ran with Banners across all PII estate. Full Social Media schedule across all PII channels. Email blasts to database – all with the aim of driving downloads of the e-book and raising brand awareness.

12,495

BLOG VIEWS

1,406

TOTAL LANDING  
PAGE VIEWS

177

SOCIAL  
ENGAGEMENTS

3.94%

AVE.  
ENGAGEMENT







To discuss how we can help amplify your brand and engage your desired audience, get in touch with a member of our team.

**ALEX ROLFE**

Managing Director

Payments Industry Intelligence

[alex@paymentsii.com](mailto:alex@paymentsii.com)

+44 7765 892 664