

DECLINES & THEIR IMPACT



DECLINES IN ONLINE PAYMENT

HARD DECLINE

This is when the issuing bank does not grant approval to the payment.

They are permanent authorization failures and retries are not suggested.

SOFT DECLINE

This is when further authentication is needed or technical issues arise.

This is a temporary authorization failure and make up 80% - 90% of all declines.



IMPACT ON MERCHANTS

Lost sale.



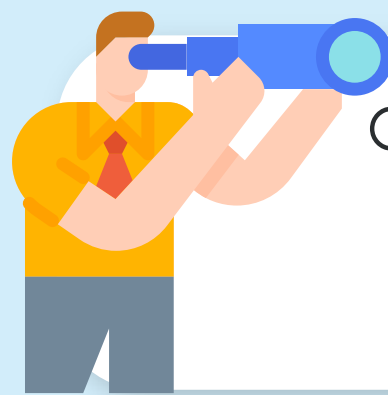
Lost sunk marketing cost to nurture buyer.



Lost admin fee.



Customers choose competitor as an alternative.



Declines can be discouraging.



Transactions might be risky.

