

For platforms ready to compete on value

The GTM guide to embedded payments

The vertical software platforms pulling ahead aren't winning on product alone. They're winning on go-to-market discipline. This guide shows you how.

<p>01</p> <p>Make your value case Understand your customers' workflows better than their current processor does</p>	<p>02</p> <p>Build for scale early Create commercial discipline across marketing, sales, product, and success</p>	<p>03</p> <p>Sell on value Give every team the story to win and a pricing structure that holds up to scrutiny</p>	<p>04</p> <p>Don't stop at payments Once embedded payments are set, expand into capital, accounts, and/or cards</p>
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■ KEY FINDINGS

DATA SET: OVERALL

<p>The opportunity</p> <p>97% of Australian SMBs report greater satisfaction after switching to embedded payments*</p>	<p>The potential</p> <p>+50% of income for platform frontrunners comes from payments services**</p>	<p>The challenge</p> <p>40% of SMBs never fully activate embedded payments**</p>
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*Source: Adyen and BCG embedded payments survey of 1,700 SMBs across six markets. **Source: Adyen customer data

"Platforms that address real pain points thrive. Those that compete on price find themselves in a race to the bottom."

ERIC KAPLAN
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INCLUDING INSIGHTS FROM LEADERS AT



Frameworks, data, and proof points to sell embedded payments

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