[]Payrix

2023 State of **Embedded Finance**

User experience and revenue growth drive prioritization of **Embedded Payments**



Embedded finance products such as payments, payroll, working capital, and banking are redefining the SaaS landscape. With a variety of products to prioritize, B2B SaaS companies are looking at how to embed additional value within the platform. The evolution of SaaS is underway with payments being a top priority.

The evolution of SaaS

We're in transition from 2.0 to 3.0 which is bringing more utility across the entire platform.

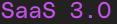
SaaS 1.0 -

Software Company

SaaS Revenue Only

→ SaaS 2.0

- Software Platform • SaaS Revenue
- Online Payments



Commerce Platform

- SaaS Revenue
- Online Payments
- Point of Sales Payments
- Lending
- Instant Payouts
- Software (e.g. billing)
- Issuing





Revenue Growth



■ 6% Level of

Effort





Requested Competitive From

Top reasons to prioritize embedded payments

Overall, 57% of respondents said payments are a top priority with these reasons driving that decision.*





Customer

Stickiness



Profitability

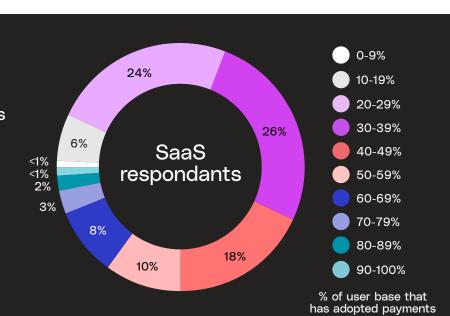
3% **Feature**

Parity

The adoption of payments by SaaS customers

Just over a quarter of SaaS companies see payments being adopted by 30-39% of their existing user base.

There are fewer SaaS companies reaching more than 50% adoption providing a big growth opportunity to bring in more revenue.*



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