

2023 State of Embedded Finance

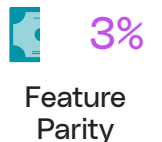
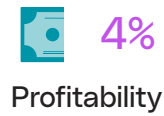
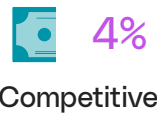
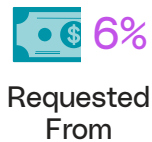
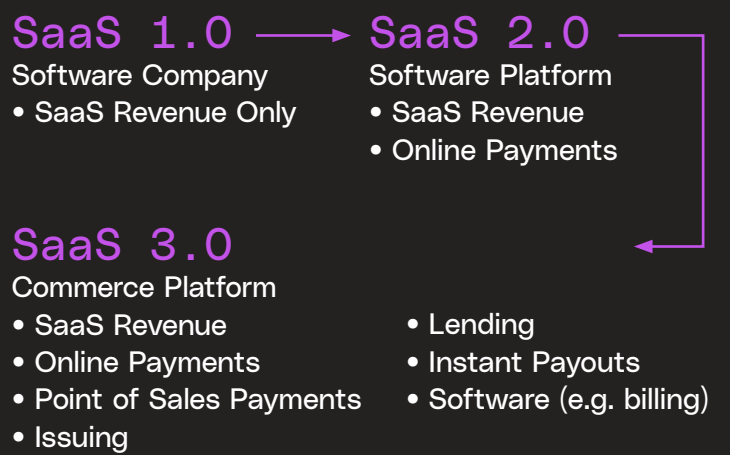
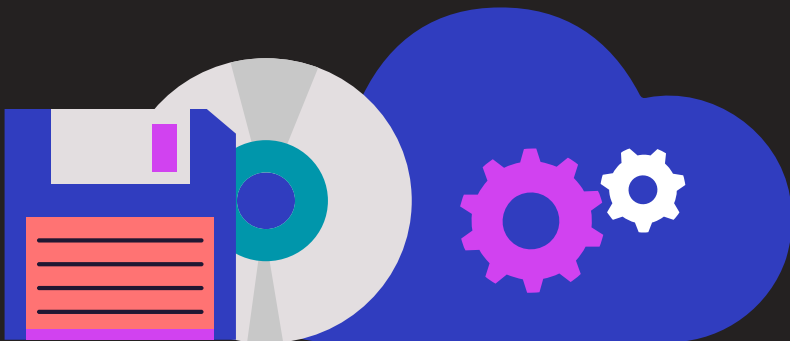
User experience and revenue growth drive prioritization of Embedded Payments



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.



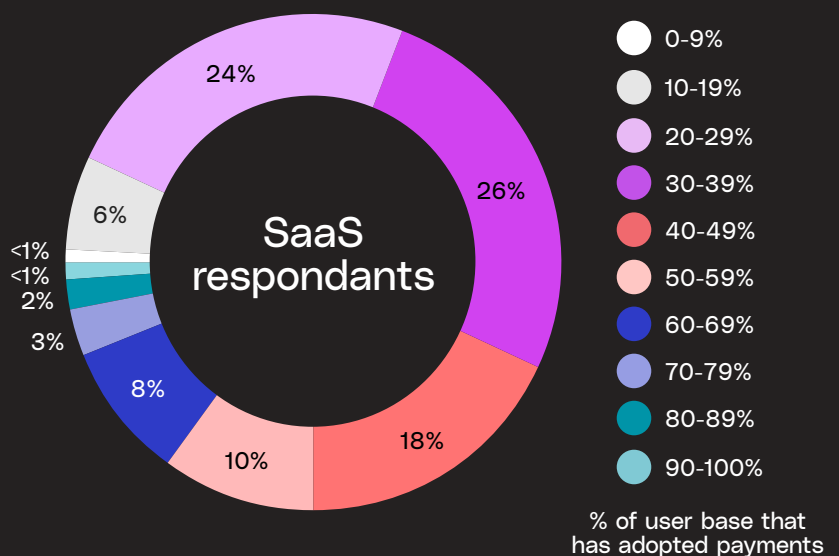
Top reasons to prioritize embedded payments

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

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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