

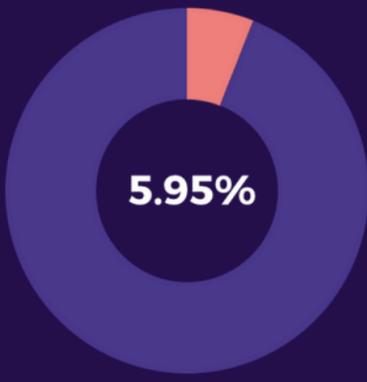
DUNNING INSIGHTS

How many payment retry attempts does it take for a transaction to be successful?

WHAT IS DUNNING?

Online credit card payments aren't always successful in the very first attempt. Dunning is the process of attempting to charge a card multiple times, to recover lost revenue due to failed payments.

CHARGELEE'S CUSTOMER DATA INDICATES THAT:



of total transactions fail on the first attempt.

Payments can fail due to factors like a credit card expiring or exceeding its credit limit, gateway outages or 90+ other documented reasons. Dunning helps prevent customer churn that results from such 'soft' failures, by recovering revenue that would have otherwise been lost.

1 in 4 transactions that go through Dunning are recovered.

OUT OF WHICH....

1/2

Transactions are recovered in the first payment retry attempt.

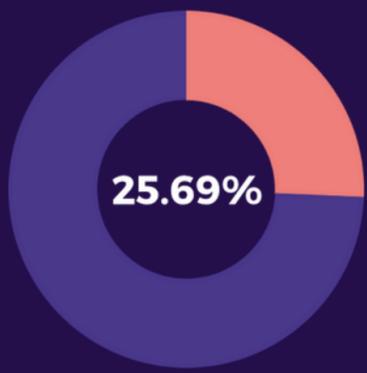
1/3

Transactions are recovered in the second payment retry attempt.

1/5

Transactions are recovered in the third payment retry attempt.

7.6% of total revenue goes through dunning.



of revenue that goes through dunning is recovered, across merchants.

OUT OF EVERY \$1000 THAT GOES THROUGH DUNNING,

\$257 is recovered.

\$125

recovered in the first attempt

\$84

recovered in the second attempt

\$48

recovered in the third attempt

*This data is based on a sample of 5.36 million transactions from merchants across 45 countries, and customers across 79 countries worldwide. Copyright Chargebee 2016.