

Visa Direct Gaming Payments

Transform your players' winnings pay-outs experience with Visa Direct

Today's gamers want immediate access to winnings

Today, players can move easily between multiple gaming sites. Having a poor experience when claiming winnings can create player churn. By making winnings pay-outs faster and easier, you can improve the customer experience and help strengthen their loyalty.¹

69%

of online gamers believe the gaming experience is unsatisfactory.¹

58%

of online gamers use multiple sites.¹

A better, faster way to pay out winnings

Visa Direct allows gaming companies to offer players the ability to collect funds as soon as they win. Visa Direct is a VisaNet capability that enables pay-outs directly to customers in real time¹ using card credentials. Working with a Visa Direct solutions provider, gaming companies can transform traditional payment processes into digital experiences that offer:



Speed

Real-time payments to eligible debit or reloadable prepaid cards, with funds available within 30 minutes.²



Simplicity

Simple digital experiences that don't require bank and routing numbers, and are available 24/7/365.



Scale

Facilitates payments across channels and use cases, to over 3.2 billion cards in 200+ countries.



Security

Backed by Visa's multi-layered security, with robust risk controls and AML/sanctions framework.

Many types of gaming providers can benefit from real-time² payment solutions



Car claims



Property and casualty



Agent commissions



Worker compensation



Life and liability



Disaster relief

Real-time² winnings pay-outs with Visa Direct can help create a differentiated, digital gaming offering

Build gamer preference

Protect share as gaming becomes more digital.

45%

consider long cash-out times a main reason for rejecting a gaming site.³

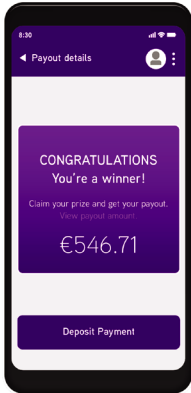
Offer payments to debit card

Deliver the convenience of payments to the cards customers use daily.

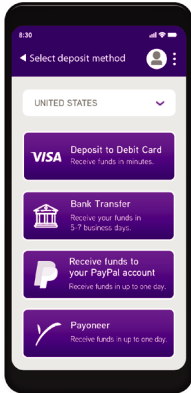
70%

of consumers prefer their debit card to using their bank account and routing numbers for payments.⁴

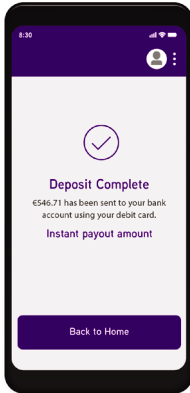
A faster, simpler way to pay out winnings⁵



1. Player chooses when to get paid.



2. Player selects direct to debit payment option.



3. Player receives real-time payment.²

Ready to get started?

Visa can help you identify and connect to a solution provider that fits your needs. Contact your Visa account executive or visit visa.com/visadirect

1. 2017 Research conducted by GBG, a global specialist Identity Data Intelligence.
2. Actual fund availability varies by financial institution and region. Visa requires fast-funds enabled issuers to make funds available to their recipient cardholders within a maximum of 30 minutes of approving the transaction. Please refer to your Visa representative and the Visa Direct Original Credit Transaction Global Implementation Guide for more information.
3. UK Online Gambling Player Research Key insights by OpenBet.
4. Aite Group Research on North American trends commissioned by Visa, 2018.
5. Use cases are for illustrative purposes only. Programme providers are responsible for their Programmes and compliance with any applicable laws and regulations.