

8 Rewards of Embedded Finance in B2B: How buyers and sellers can benefit



Benefits for suppliers

Access to customer data and insights



Gain valuable insights into customer preferences and behaviours.

Increased revenue streams



Unlock new sources of revenue by offering additional financial products and services.

Improved customer loyalty



Providing a more convenient and streamlined customer experience leads to higher customer satisfaction, loyalty, and retention.

Simplified payments and transactions



Reduce friction in the transaction process, leading to better conversion rates and more efficient processes.



Benefits for buyers

Personalised offerings & recommendations



Customers get a personalised experience based on their preferences.

Access to a variety of financial services



Foster financial inclusion by empowering all buyers to access financial services and products.

Enhanced customer experience



Buyers can access financial services without the need to switch between different platforms or providers.

Faster and easier checkout experience



Whether it's making payments, applying for loans, or managing investments, embedded finance simplifies the process and saves time for buyers.