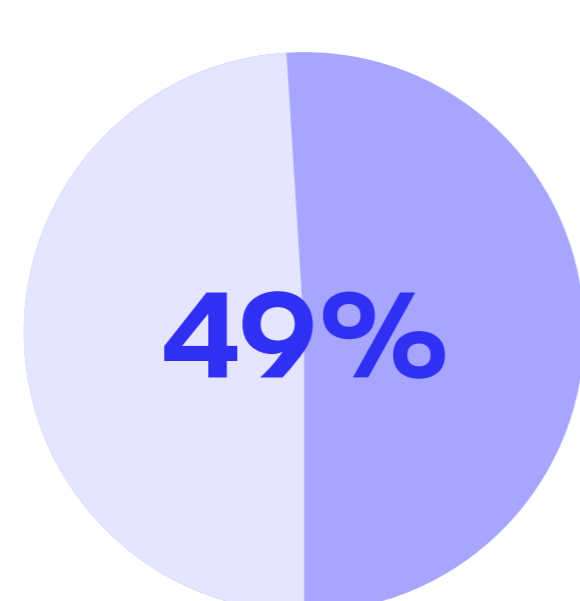
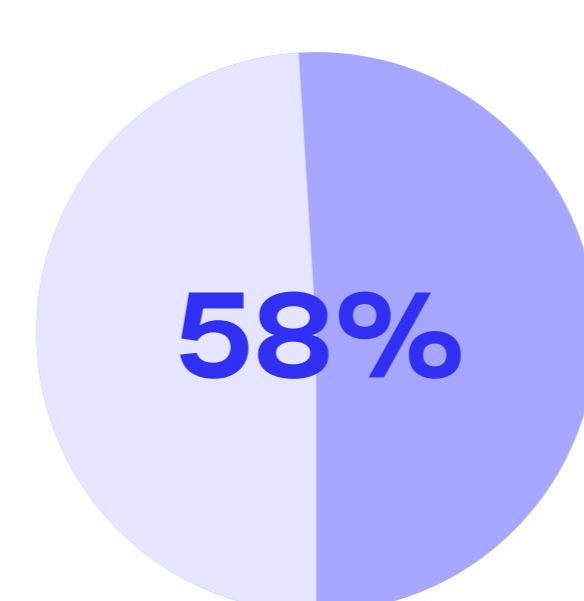




The rise of digital wallets



Digital wallets account for **49%** of global ecommerce sales



58% of UK shoppers prefer one-click checkout options

> 5.2 billion globally

number of digital wallet users in 2026

3.4 billion

increase in users from 2022

53%

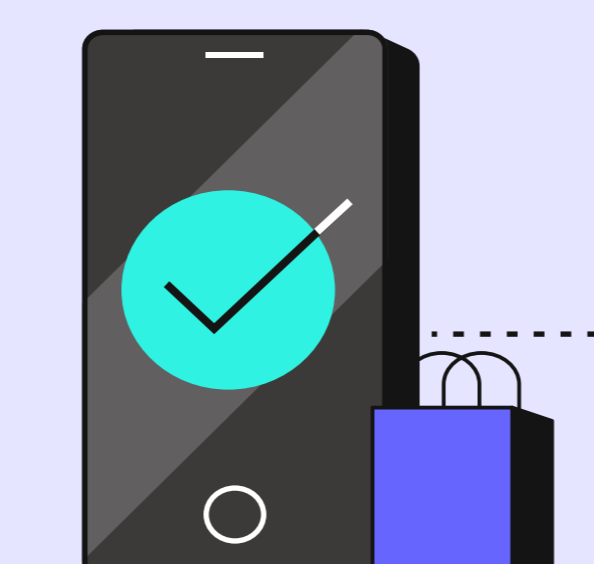
growth in users from 2022-2026

24%

projection of ecommerce in global consumer spend by 2036

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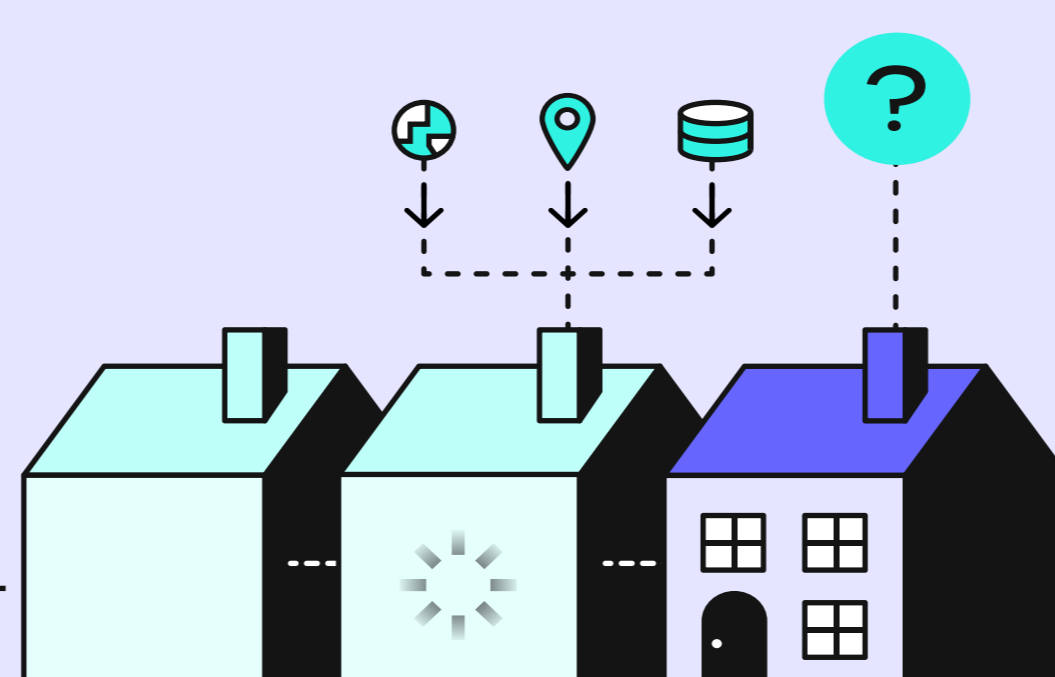
Digital wallet payments can increase risk of bad data



Digital wallet payments bypass the need to enter their address data at the checkout or conversion stage



you can't catch and rectify data issues at the point of entry



you could end up with invalid, incomplete or inaccurate address data

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Impact of bad data for businesses

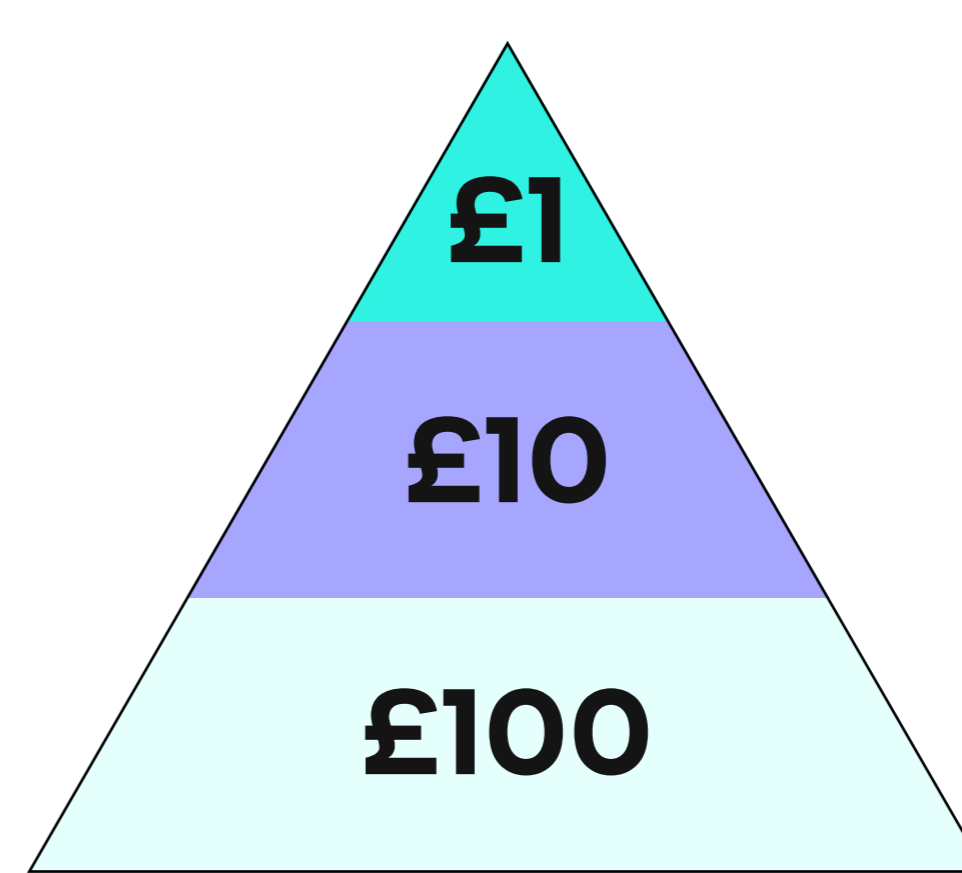
Poor data quality costs organisations an average £10.2 million (Gartner)

The 1-10-100 rule:

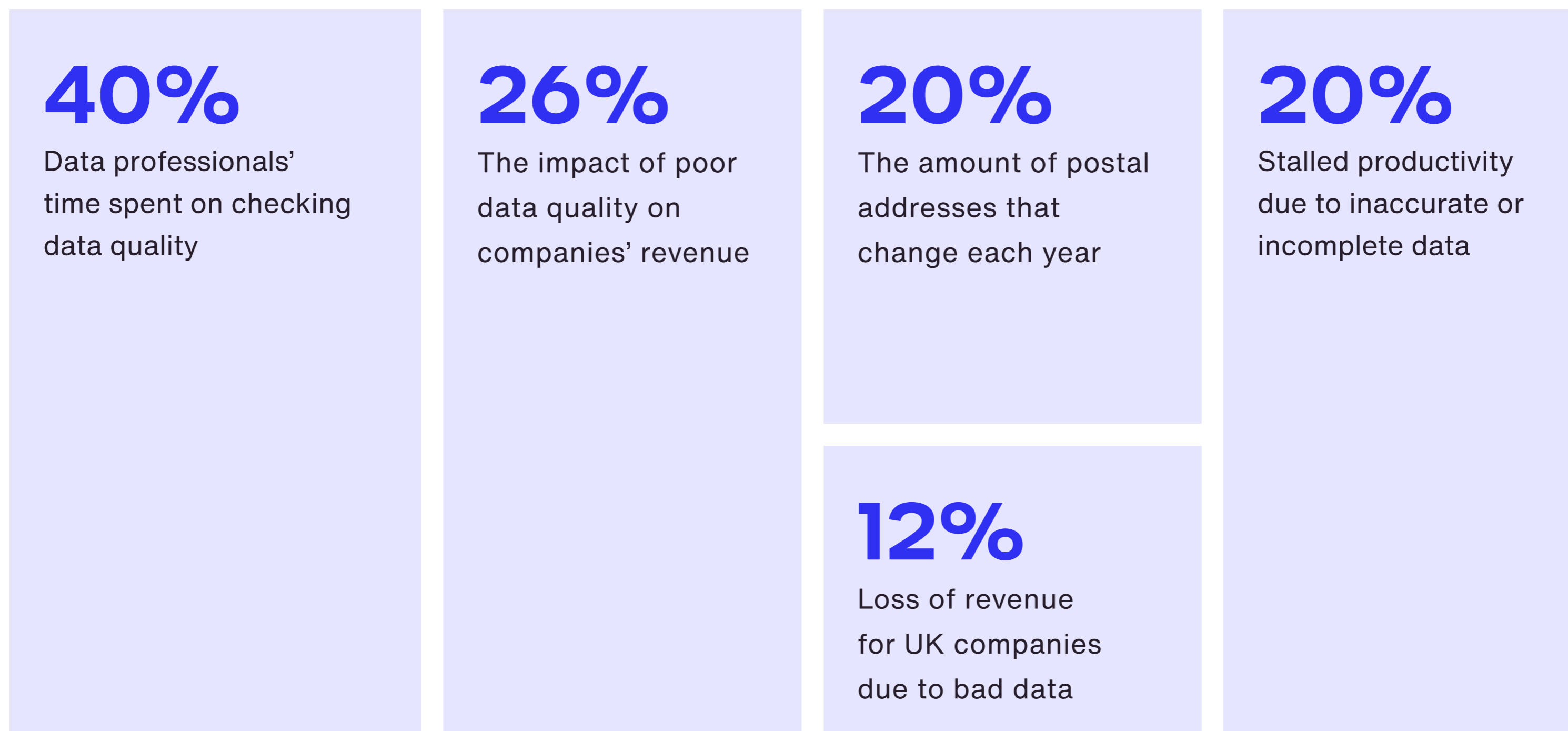
Capture & verify address at point of entry = £1

Fix errors = £10

Inaction of bad data = £100



The cost of dirty data



Prevent poor data quality from digital wallets

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[Get a demo >](#)