

# Web-based Digital Wallets

*Combining payments, customer loyalty, and digital offers*

*Manu Sporny  
CEO / Digital Bazaar*

# User Story

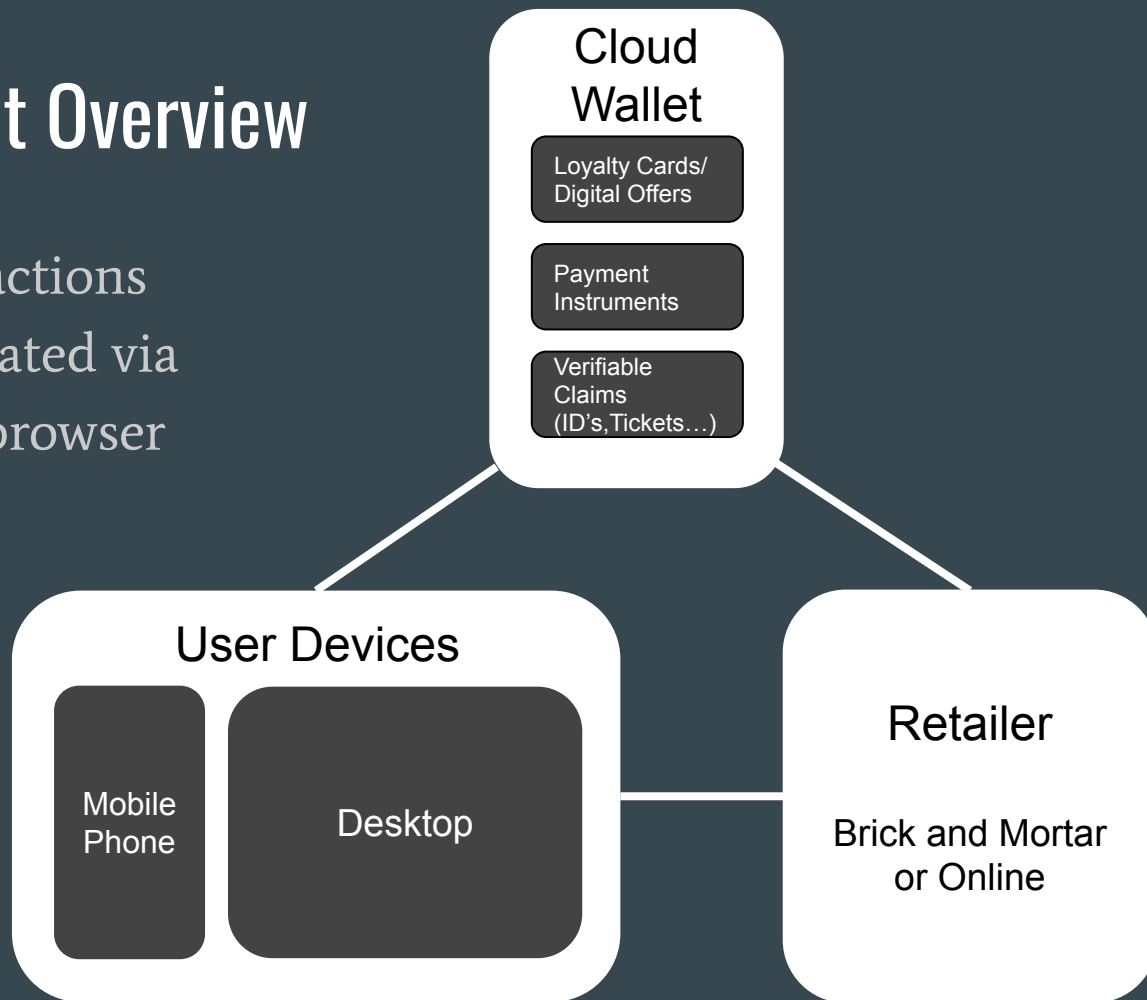
- A Retailer wants to encourage and reward customer loyalty, so they provide their customers with digital loyalty cards, through which a variety of digital offers can be delivered
- Customer can act directly from the digital offer to perform a purchase
- Digital offers are easily accessed, displayed to the retailer, and redeemed via a customer's mobile device during a purchase

# Problems for Stakeholders

- **Customers** :
  - cumbersome physical wallet contents, lack digital wallet choice
- **Retailers** :
  - can't create digital loyalty card programs that are integrated with their payment systems without being locked to a vendor
- **Consumer Packaged Goods Companies** :
  - can't produce ad hoc digital offers that are widely redeemable
- **Software Vendors** :
  - can't compete in an unstandardized siloed market

# Digital Wallet Overview

All transactions  
are facilitated via  
the web browser



# Customer

- **Incentives:**
  - wants discounts, ease of use, and choice, without app-itis
- **Benefits :**
  - digital wallet cohesion across devices
- **Interoperability :**
  - can choose and change digital wallet provider
  - accepted by large number of retailers

# Retailer

- **Incentives:**
  - provide a better service to customers
- **Benefits :**
  - increase customer loyalty
  - payments initiated via digital offer
- **Interoperability :**
  - no vendor lock-in

# Consumer Packaged Goods Companies

- **Incentives:**
  - wants better reach, resonance, and reaction
- **Benefits :**
  - know when and where digital offers are redeemed
  - accepted by more retailers
  - can produce digital offers on ad hoc basis
- **Interoperability :**
  - increases reach to consumers and retailers

# Software Vendors

- **Incentives:**
  - a level playing field enabling them to provide products to other stakeholders
- **Benefits :**
  - a larger, more open, market for software
- **Interoperability :**
  - selling point to customers and broader usability



# Why W3C?

- W3C is involved in developing the following initiatives:
  - Web Payments
  - Verifiable Claims
  - Digital Offers
- These initiatives include the technology necessary to execute on this "Web-based Digital Wallet" use case
- No plan for cross-collaboration.
- Web Payments IG ensures proper coordination of these activities.

# Questions

- How big is the problem?
- What work is happening elsewhere?