

North America Insights Report

November 2020

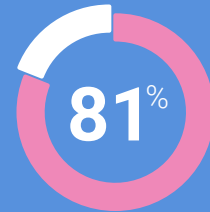
Consumers increasingly expect more of their digital experience

Consumer perception of online security and digital expectations has changed during COVID-19.

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Around half of consumers expect more security steps when online, more visible security measures in place on websites and more knowledge about how data is being protected/stored.

People have higher expectations of their digital experience than before COVID-19, 81% believe these high expectations are being met.



Consumer expectations of the economy and COVID-19 recovery

U.S. consumers are the most optimistic of global consumers about their economy's recovery, yet they express the most personal financial challenges.



A third of U.S. consumers feel that their economy has either mostly or fully recovered—the most optimistic globally.

Around 20% indicate credit card bills, utilities, mobile phone, internet and cable, rent payment taxes all being areas of difficulty for payment.



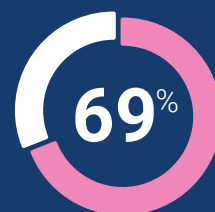
Businesses are looking for new ways to keep up with consumer expectations

Businesses emphasize revenue generation while looking into the future of online security.



A third of businesses emphasize security measures in customers' devices as a focus in customer authentication solution.

69% of businesses expect to increase their fraud management budgets in the next 6 months.



For more information about strategies to move ahead during COVID-19, [click here](#).