Visa Token Service Fact Sheet
April 2021

VISA

About Visa Token Service

Visa Token Service is a security technology that replaces 16-digit Visa account numbers with a token that only Visa can unlock, protecting the underlying account information. Tokenization helps combat fraud for both card-not-present digital transactions and card present physical transactions through tap and pay and QR. In addition to enhancing security, tokenization can reduce friction in the payment process by enabling financial institutions to update expired or compromised payment credentials without any manual updates being made by the customer in the event that their Visa card is lost, stolen or expired.

By the numbers

2B+
tokens issued

8,600+
issuers enabled for tokenization

26%
fraud reduction ($PV) Visa Token transactions compared to PAN-based transactions online[2]

615,000+
merchants transacting with Visa tokens[3]

193
markets enabled by tokenization

2.2%
card authorization rate lift[1]

Additional solutions and services offered by Visa to enhance the Visa Token Service portfolio include:

Visa Cloud Token Framework is designed to increase payment authorization rates by enhancing security and issuer confidence across customer devices. Multiple authentication factors and device intelligence are used to link the payment credential to both the customer and their trusted devices, minimizing account takeover fraud.

Visa Card Enrollment Hub provides a simple way to enroll customers directly into their favorite subscriptions, retailers and more. By pushing Visa tokens directly to card-on-file merchants, wallets and Click to Pay, VCEH is a uniquely powerful way to onboard consumers and generate recurring payments.

Payment Account Reference links a PAN and its associated token transactions together to give a complete picture of cardholder spending. PAR Inquiry ensures payment processing and value-added services like loyalty and couponing can be delivered seamlessly across payment instruments and channels.

Card on File Data API gives issuers visibility into which merchants and service providers may have stored a cardholder's payment credentials. With this insight, issuers can offer enhanced customer experiences, enabling customers to add, view and manage their Visa cards.

Visa Card Enrichment Service updates card expiry during token provisioning (for card-on-file or eCommerce tokens) which can help reduce costs associated with lifecycle management and minimize false declines to process more transactions.

Tokenization milestones

Visa expands token services to third party partners

CyberSource®
A Visa Solution

Visa unveils Token Management Service by Cybersource

Visa announces Cloud Token Framework

Visa acquires Rambus Payments' tokenization services to expand tokenization offerings

Token ID | A Visa Solution

Visa unveils the rebrand of Token ID, a Visa Solution

Visa issues 1B+ tokens

Visa issues 2B+ tokens

| 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |

Token transactions started in 2014 with partners and Visa transitioned tokens into secure token vault in 2015.

Partner experience

"Network tokens are the future of e-commerce and by enabling frictionless, secure digital payments, network tokens have **vastly improved authorization rates**. Our recent focus at Adyen has been on enabling automated token utilization across our merchant base, continued focus on improving token performance, and addressing ecosystem adoption via incremental use cases such as 3DS and 3DS 2.x interoperability."

Kamran Zaki
Chief Operating Officer, Adyen

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"Tokenization is the lynch pin to enabling exceptional digital experiences that address rising consumer expectations for unified commerce. That is a consumer expectation to be recognized consistently in every channel in which they interact. An integrated tokenization strategy is key to unifying channels and delivering a compelling consumer experience."

Andre Machicao
Senior Vice President, Head of Product, Cybersource

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"Beyond the conversion rates for card-on-file use cases, initial results from the PayPal wallet indicate that issuer decline rates have reduced by approximately 100 bps, which leads to better conversion for merchants."

Jim Magats
Senior Vice President, Omni-Payments, PayPal

To learn more about Visa Token Service, visit
https://usa.visa.com/products/visa-token-service.html

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