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

165+ markets enabled by tokenization
8,200 issuers enabled for tokenization
13,000+ merchants transacting with Visa tokens
1B+ tokens issued

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 Credential 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.
Success stories

2.2% card authorization rate lift¹

26% fraud reduction (SPV) Visa Token transactions compared to PAN-based transactions online²

Tokenization milestones

2014
- Visa Token Service launches with mobile payment use case in the U.S.

2015
- Visa Token Service expands to HCE Pays with Microsoft, Google Pay, Samsung Pay
- Visa Token Service expands to Fitbit, Garmin Pay

2016
- Visa opens tokenization services to third party partners

2017
- Visa launches credential-on-file (COF) tokenization

2018
- Visa unveils Cloud Token Framework
- Visa launches credential-on-file (COF) tokenization
- Visa expands tokenization partnerships with 20+ new partners including Netflix

2019
- Visa announces Cloud Token Framework
- Visa issues 18+ tokens
- Visa launches Cloud Token Framework with WhatsApp

2020
- Visa drives token momentum with 28+ new global token requestors & unveils the rebrand of Token ID, a Visa Solution
- Visa issues 1B+ tokens

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

"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

"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

¹VisaNet, TC05, UC01, Brand: Visa, Excludes Processing Error Declines. Declines calculated as percent of total authorizations (payment volume). Select Token participating Merchants (PAN and Token) with digital wallet TRs Issuer region US, July–Sept 2018, Potentially addressable by Token. Note: For purposes of these metrics, Super Regionals include the top quartile of issuers by Visa PV, Regionals include the second quartile and Community banks include all remaining issuers.°

²CNP & CP Average is for set of Token participating Merchants (By Merchant DBA) (PAN & Token) with digital wallet TRs April–June 2018, Issuer region US.