DPMax by 2000Charge

# The Hidden Revenue Leak in European SaaS Payments

How SaaS Companies Can Reduce Card Dependency, Improve Payment Completion, and Capture More Revenue with European Open Banking


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Prepared by 2000Charge

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# Executive Summary

**SaaS companies** are built around recurring revenue, predictable growth, and customer lifetime value. Yet one of the most overlooked threats to that model happens at the moment of payment. A customer is ready to subscribe, upgrade, renew, or expand — but the payment fails. The card is declined. The issuer blocks the transaction. A cross-border payment is flagged. A card expires. A renewal fails. A customer abandons checkout and never returns.

**For SaaS leaders, failed payments are not just a payment operations issue. They are a growth issue.**

Every failed transaction can affect conversion, retention, cash flow, revenue forecasting, support costs, and customer experience. For SaaS companies selling into Europe, the challenge is even more complex. Europe is not a single payment market. Customer expectations vary by country, bank-based payments are widely trusted, and a card-first checkout can limit conversion in markets where local payment preferences matter.

**That is where Open Banking, also known as Pay by Bank, becomes a strategic advantage.**

**DPMax by 2000Charge** gives SaaS companies a Europe-wide Open Banking / Pay by Bank solution that allows customers to pay directly from their bank account. Instead of relying only on card rails, SaaS merchants can offer a trusted bank-based checkout option designed to improve payment completion, reduce card dependency, and support European growth.

**DPMax is an Open Banking orchestration platform** with broad European bank coverage, smart AI routing, built-in redundancy, multi-currency support, flexible integration options, centralized reporting, and a focus on security and compliance.

For SaaS companies serious **about European expansion**, payment strategy should no longer be treated as a back-office function. It should be treated as part of the revenue engine.

# 1. The SaaS Payment Problem Most Leaders Miss

SaaS companies are highly disciplined about measuring the metrics that drive growth:

- Customer acquisition cost
- Lifetime value
- Trial-to-paid conversion
- Monthly recurring revenue
- Net revenue retention
- Churn
- Expansion revenue
- Gross margin

But many SaaS teams do not give the same level of attention to payment performance.
**That is a mistake.**

A SaaS company can have strong demand, effective marketing, a great onboarding flow, and a high-intent buyer - and still lose the customer because the payment experience fails. This happens in several ways:

- A new customer attempts to subscribe, but **their card is declined**.
- A customer in Europe wants to pay, but does **not see a familiar local payment method.**
- A renewal fails because **card credentials are outdated.**
- A cross-border payment triggers **a fraud rule or issuer decline.**
- A customer abandons checkout because **authentication feels confusing or untrusted.**
- A finance team **absorbs unnecessary processing costs**, chargeback fees, and manual reconciliation work.

**These are not isolated payment events. They are revenue leaks.**

For SaaS businesses, payment performance has a direct impact on growth. Failed or delayed payments can reduce conversions, interrupt customer relationships, increase support costs, and create unnecessary friction throughout the payment journey.

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*The result is a quiet but measurable drag on revenue and growth.*

# 2. Why European SaaS Payments Require a Different Strategy

Many U.S.-based SaaS companies begin with a card-first payment strategy. That may work well domestically, but it does not always translate cleanly into European markets. Europe is fragmented by country, bank, currency, regulation, consumer preference, and payment habit. A payment method that feels standard in one market may feel incomplete or unfamiliar in another.

This matters because SaaS companies do not just need to localize language, pricing, and support. They need to localize payments.

## A card-only checkout can create friction in several ways:

- Customers may prefer to pay through their bank.
- Customers may not have or want to use a credit card.
- Card transactions may be declined due to issuer rules, cross-border risk, or authentication friction.
- SaaS companies may pay higher fees than necessary for certain transaction types.
- Recurring card payments may fail when cards expire, are replaced, or are blocked.
- European growth requires a payment stack that reflects European behavior.

# 3. What Is Open Banking?

**DPMax's Open Banking** allows customers to pay directly from their bank account through a secure bank authorization flow.

Instead of entering card details, the customer selects Pay by Bank at checkout, chooses their bank or enters their IBAN, and authorizes the transaction through their own banking environment. Once the transaction is completed, the customer receives confirmation.

The DPMax Pay-by-Bank flow supports both bank selection and IBAN entry. In the IBAN flow, the customer enters their IBAN, the bank is recognized, the customer is redirected to their e-banking platform to authorize the transaction, and then receives a successful payment notification.

# For SaaS companies, this creates a valuable alternative to card-only checkout.

- It gives customers another trusted way to pay.
- It reduces reliance on card credentials.
- It can help recover transactions that might otherwise fail.
- It supports a more localized European payment experience.
- And it gives merchants another path to revenue completion.

# 4. Why Card Dependency Creates Revenue Risk

Cards are not going away. They remain an important part of the payment mix. But relying too heavily on cards can expose SaaS companies to unnecessary risk, especially in Europe.
***Card dependency creates five major issues.***

**1. Authorization Risk**
Card approvals are affected by issuer rules, customer location, fraud scoring, authentication requirements, card type, transaction history, and cross-border behavior. A legitimate customer may still be declined. For SaaS companies, this can mean lost subscriptions, failed upgrades, and failed renewals.

**2. Involuntary Churn**
Not all churn is product churn. For SaaS businesses with recurring billing, payment failures are one of the most common causes of involuntary churn. A customer may still want the product, but their card expires, their bank declines the transaction, or authentication fails. If payment recovery doesn't happen quickly, that customer may become inactive, downgrade, or leave.
Reducing involuntary churn starts with improving payment performance and giving customers reliable ways to complete their payments.

**3. Higher Costs**
Card processing fees, cross-border fees, currency conversion costs, chargeback fees, gateway fees, retry costs, and support costs can all reduce margin. SaaS companies often track gross margin closely, but payment cost is not always analyzed with the same discipline as hosting, support, sales commissions, or customer acquisition.
It should be.

**4. Checkout Friction**
The checkout process is part of the product experience. If payment feels unfamiliar, untrusted, or difficult, customers may abandon the purchase. This is especially important in Europe, where local payment habits vary significantly.

**5. Chargeback Exposure**
Cards introduce dispute and chargeback risk. For certain SaaS models, especially digital products, subscriptions, memberships, platforms, and online services, this can become a meaningful operational and financial burden. Bank-based and local payment methods can help reduce some of that exposure depending on the method used.

# 5. The Business Case for DPMax Open Banking in SaaS

DPMax is not just another checkout button. For SaaS companies, it can support several strategic business goals.

## 1. Improve Payment Completion

Payment completion matters at every stage of the SaaS lifecycle:

- First subscription payment
- Trial-to-paid conversion
- Plan upgrade
- Renewal
- Expansion seat purchase
- Add-on purchase
- Reactivation

When a payment fails, the customer journey breaks.
DPMax is designed to improve payment completion across European markets by up to 95–98% and turn payment failures into profit through higher conversion, multi-currency support, and centralized reporting.

> **For SaaS leaders, this should be evaluated the same way they evaluate conversion rate optimization. Payment completion is part of conversion.**

## 2. Reduce Card Dependency

A card-first strategy gives customers one primary path to payment. A more resilient payment strategy gives customers multiple paths.

**DPMax gives European customers a direct bank payment option at checkout.** That can be especially valuable when a card fails, when customers prefer bank authorization, or when local payment behavior makes cards less optimal.

The goal is not to remove cards. The goal is to stop relying on cards as the only meaningful payment path.

## 3. Improve European Market Fit

European expansion is not only a sales and localization challenge. It is a payment challenge.
A SaaS company selling into Germany, the Netherlands, Belgium, Austria, Poland, Spain, Italy, France, and the Nordics may need more than one generic payment option.
2000Charge's payment portfolio supports multiple European payment preferences, including:

DPMax Open Banking | SEPA | iDEAL | Bancontact | eps | BLIK | Przelewy24 | Paysafecard

This gives SaaS companies a more localized approach to payment acceptance.


## 4. Reduce Operational Drag

- Failed payments do not just affect revenue. They create work.
- Finance teams need to reconcile failed and successful payments.
- Support teams respond to billing issues.
- Customer success teams chase renewals.
- RevOps teams analyze churn and recovery.
- Developers manage integrations, retries, and processor issues.
- A better payment infrastructure can reduce operational complexity while improving the customer experience.

# 6. Why Payment Orchestration Matters

Adding Open Banking is valuable. But adding Open Banking without orchestration can create new complexity. **SaaS companies need coverage, reliability, routing, reporting, and integration flexibility.** A payment method that works in one country but not another, or a connection that fails without redundancy, does not solve the full problem. That is why orchestration matters.

**DPMax** is positioned as more than a single payment provider. It is an Open Banking orchestration platform that unifies banks and regions into one solution with broad European bank coverage, including non-EUR countries; smart AI routing; built-in redundancy; and flexible integration through APIs, widgets, and hosted pages.

For SaaS companies, this matters because payment infrastructure needs to scale with the business. A SaaS company expanding across Europe should not have to manage a patchwork of disconnected providers, inconsistent reporting, and country-by-country operational friction. A stronger model is to centralize the Open Banking experience through one platform, while still supporting the local payment preferences that drive conversion.

# 7. Security, Compliance, and Customer Trust

Payment strategy is also a trust strategy. Customers want to know that their payment information is handled securely. **SaaS companies** want to reduce unnecessary exposure to sensitive payment data. Finance and compliance teams need systems that align with regional requirements. **DPMax** emphasizes PSD2 and GDPR compliance, no customer data storage, bank-side approvals, proprietary technology, and a merchant-focused approach backed by 2000Charge's long-term experience.

This is important for SaaS companies serving European customers because trust is part of the buying decision.

A secure **Pay by Bank flow** allows customers to authorize payment through their own bank environment. For some customers, that may feel more familiar and trusted than entering card details into a new checkout form. **Security and conversion** should not be treated as competing priorities. A well-designed Pay by Bank experience can support both.

# 8. SaaS Use Cases for DPMax

**Use Case 1**

### Trial-to-Paid Conversion

A user finishes a free trial and is ready to convert. Their card fails because of issuer rules, authentication friction, or cross-border decline.

With DPMax Pay by Bank, the SaaS company can offer a direct bank payment option, giving the customer another way to complete the subscription.

**Use Case 2**

### European Expansion

A U.S.-based SaaS company sees growing traffic from Germany, Netherlands, Austria, Belgium, and Poland. Checkout is still built primarily around cards.

By adding DPMax and relevant local payment methods through 2000Charge, the company can better align checkout with European payment preferences.

**Use Case 3**

### Failed Renewal Recovery

A recurring payment fails. Instead of relying only on card retries and dunning emails, the merchant can offer bank-based payment alternatives where appropriate. This creates another path to recover revenue and reduce involuntary churn.

**Use Case 4**

### Margin Improvement

A CFO reviews payment costs and sees that processing fees, cross-border costs, chargebacks, and failed payment recovery are reducing margin. Adding Pay by Bank and local payment methods can become part of a broader payment cost optimization strategy.

**Use Case 5**

### Enterprise or High-Trust Checkout

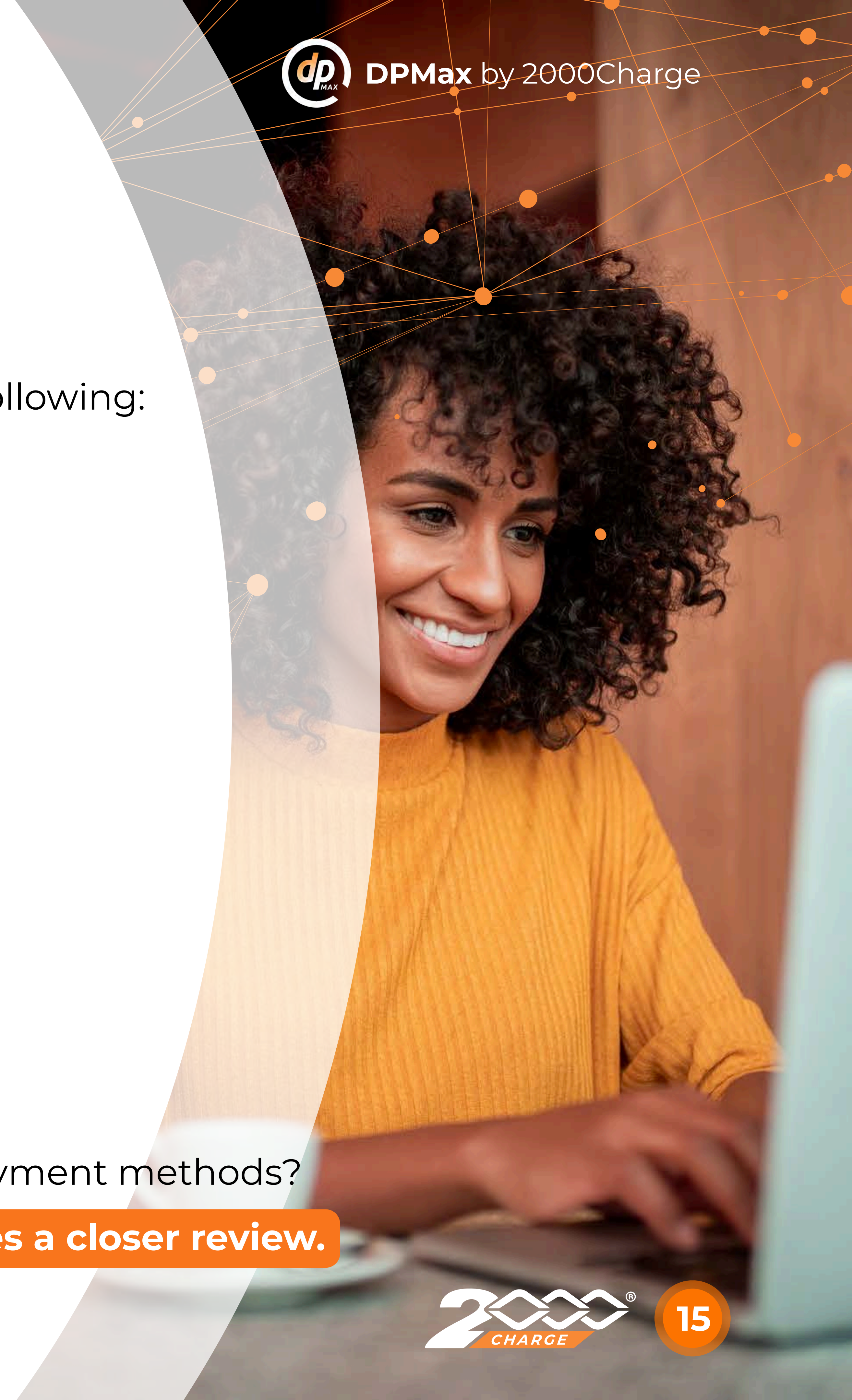
Some customers are cautious about entering card details, especially when buying from a vendor outside their home country. A bank-authorized payment flow can provide a familiar and trusted checkout experience.

# 9. When Should SaaS Leaders Consider DPMax?

A SaaS company may be a strong fit for DPMax if it answers “yes” to any of the following:

- Do you sell **to European customers?**
- Do you rely mostly on **credit and debit cards?**
- Do you see **higher decline rates** from European transactions?
- Do you process payments from **multiple European countries**?
- Do you have **recurring billing, subscriptions, memberships, or renewals**?
- Do **failed payments** contribute to involuntary churn?
- Do you want to **reduce card dependency**?
- Do you need **a trusted Pay by Bank option at checkout**?
- Do you want to support **local European payment preferences**?
- Do you need **multi-currency support**?
- Do you want **flexible integration** through API, widget, or hosted page?
- Do you want **centralized reporting and reconciliation**?
- Do you want a payment **partner with experience** in alternative and local payment methods?

**If the answer to several of these questions is yes, the payment stack deserves a closer review.**



# 10. The 2000Charge / DPMax Advantage

DPMax gives SaaS companies a direct path to add European Pay by Bank without treating Europe as a one-size-fits-all market.
The platform is designed around:

**DPMax** provides extensive Open Banking coverage across Europe through a single integration, helping merchants reach more customers while maximizing payment completion.

**Smart routing** DPMax provides smart AI routing that chooses the most efficient path for each transaction.

**Built-in redundancy** DPMax offers redundancy, so if one connection fails, another takes over .

**Flexible integration** SaaS companies can integrate through APIs, widgets, or hosted pages, depending on their technical resources and checkout strategy.

**Centralized reporting and reconciliation** DPMax gives merchants centralized reporting and reconciliation to provide more insight into payment data.

**Security and compliance** DPMax emphasizes PSD2, GDPR, secure bank-side approval, and no customer data storage.

# 11. How to Evaluate the Revenue Opportunity

Before adding another processor or accepting payment failure as normal, SaaS leaders should audit their current payment performance. A useful payments audit should review:

- Monthly transaction volume
- European payment volume
- Approval rates by country
- Decline rates by country
- Failed renewal volume
- Involuntary churn tied to payments
- Card processing costs
- Cross-border and currency conversion fees
- Chargeback ratios
- Refund patterns
- Checkout abandonment
- Current payment methods by country
- Local payment method gaps
- Recurring billing options
- Security and compliance exposure
- Reporting and reconciliation processes

**The goal is not simply to identify what the company processes.** The goal is to identify what the company loses. A company may discover that its biggest opportunity is not more ad spend, more leads, or more sales activity. It may be recovering revenue that already reached checkout but failed to complete.

# Conclusion: Payments Are Part of SaaS Growth

SaaS leaders spend significant time improving acquisition, onboarding, retention, pricing, and product experience. Payments deserve the same strategic attention.

> **For companies selling into Europe, card-only checkout can create avoidable friction. Failed payments, local preference gaps, higher costs, chargebacks, and recurring billing failures can quietly reduce revenue and weaken growth. Pay by Bank in Europe gives SaaS companies another path.**

***With DPMax by 2000Charge***, merchants can add a secure, bank-based payment option designed for European markets, supported by orchestration, routing, redundancy, flexible integration, and broader local payment expertise.

**The opportunity is straightforward:**

- Reduce card dependency.
- Improve payment completion.
- Support European customers with trusted local options.
- Recover revenue that might otherwise be lost.
- Build a payment stack that supports SaaS growth instead of limiting it.

# Discover How Much Revenue Your European Checkout May Be Leaving Behind

Most SaaS companies know how much revenue they process.
Fewer know how much revenue they lose at checkout.
The team at 2000Charge can review your current payment infrastructure, European transaction performance, decline patterns, processing costs, chargeback exposure, recurring billing setup, and local payment coverage.
You will receive a practical recommendation on whether DPMax Open Banking or other 2000Charge payment methods could help improve payment completion and reduce unnecessary revenue leakage.

> **Find the hidden revenue leak in your payment stack — before it becomes your next growth bottleneck.**

Read how a U.S. SaaS company increased European payment completion rates and recovered lost revenue with DPMax.

**→ Customer Success Story**

**Start Selling Smarter Across Europe**

*Discover DPMax for SaaS Platforms*

Prepared by 2000Charge

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