YOUR LATAM CONVERSION CHECKLIST

Five steps to higher acceptance rates in LATAM

1 Establish the performance baseline

Review: Performance by country, provider, issuer and BIN, and compare domestic versus cross-border performance.

Look for: Markets, issuers or routes performing below your LATAM average. Also check for unexplained spikes in failed transactions.

Why it matters: A single, blended authorisation rate for the entire region can hide blind spots, such as a particular market or issuer underperforming.

Next step: Identify the largest performance gaps first and use them to set the priorities for deeper analysis or testing.

2 Review your payment proposition

Review: Your payment mix, checking whether it includes locally issued cards and popular domestic schemes, and if it accounts for local preferences such as instalment payments.

Look for: Gaps between the ways customers prefer to pay and the methods you currently offer in each market.

Why it matters: Localisation is not about adding as many payment methods as possible. It's about offering the right methods for the customers and markets you're trying to reach.

Next step: Prioritise payment methods and flows that are relevant to your customers and business model.

3 Assess transaction quality

Review: Transaction data completeness, tokenisation, authentication data, recurring payment indicators, account updater services and LATAM-specific configuration.

Look for: Incomplete, inconsistent or incorrectly configured payment data that may make legitimate transactions harder for issuers to classify and approve.

Why it matters: A legitimate transaction can still fail if the issuer doesn't receive the information it needs to make the correct approval decision.

Next step: Review how payment data is passed to issuers, and make sure you've correctly implemented approaches carried across from the US or Europe for LATAM.

5 Continuous optimisation and redundancy

Review: Provider and routing performance, issuer trends, fraud and chargeback thresholds and redundancy across the payment stack.

Look for: Deteriorating performance with a particular provider or route. Pay attention to areas where you're reliant on a single route, processor or provider, or where failover options haven't been tested recently.

Why it matters: Payment conditions change. Regular optimisation and effective redundancy help you maintain performance when issuer behaviour, fraud patterns or infrastructure conditions shift.

Next step: Establish a regular review cadence, maintain alternative routes and relationships, and use performance data to decide when to adjust or reroute traffic.

4 Test local processing

Review: Approval rates, issuer-level performance, payment costs, customer experience, failed transaction rates, fraud and chargeback metrics.

Look for: Issuers, transaction types or customer segments where domestic processing materially outperforms the existing cross-border route.

Why it matters: Overall averages can hide the true value of local processing – its impact may be concentrated among specific issuers or transaction types.

Next step: Where you have local processing in place, benchmark it against your cross-border setup at a granular level, rather than relying on market-wide averages.

Use this framework as part of regular payment performance reviews to identify the biggest gaps, prioritise testing and focus optimisation efforts where they will have the greatest commercial impact.

Want to learn more?

Read our LATAM performance guide or talk to our team.

Get the full guide →

Talk to us →