

# 2014 U.S. Trending Payments Search Terms via Google

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## EXPLANATION

This brief analysis shows how specific terms related to the Payments Industry have trended on Google, in the U.S., since the beginning of the year.

### Here are the details

All graphs are confined to searches done in the United States between January 1<sup>st</sup> and December 19<sup>th</sup> 2014. The numbers on the graph reflect how many searches have been done for a particular term, relative to the total number of searches done on Google over time. Graphs do not represent absolute search volume numbers, because the data is normalized and presented on a scale from 0-100. Each point on the graph is divided by the highest point, or 100. When there is not enough data, 0 is shown.

Specific 'related search words' have been removed from keywords to ensure a better estimate of trends related to the Payments Industry.

Numbers represent search interest relative to the highest point on the chart. If at most 10% of searches for the given region and timeframe were for "pizza," it would be considered 100.

A downward trending line means that a search term's popularity is decreasing. It doesn't mean that the absolute, or total, number of searches for that term is decreasing.

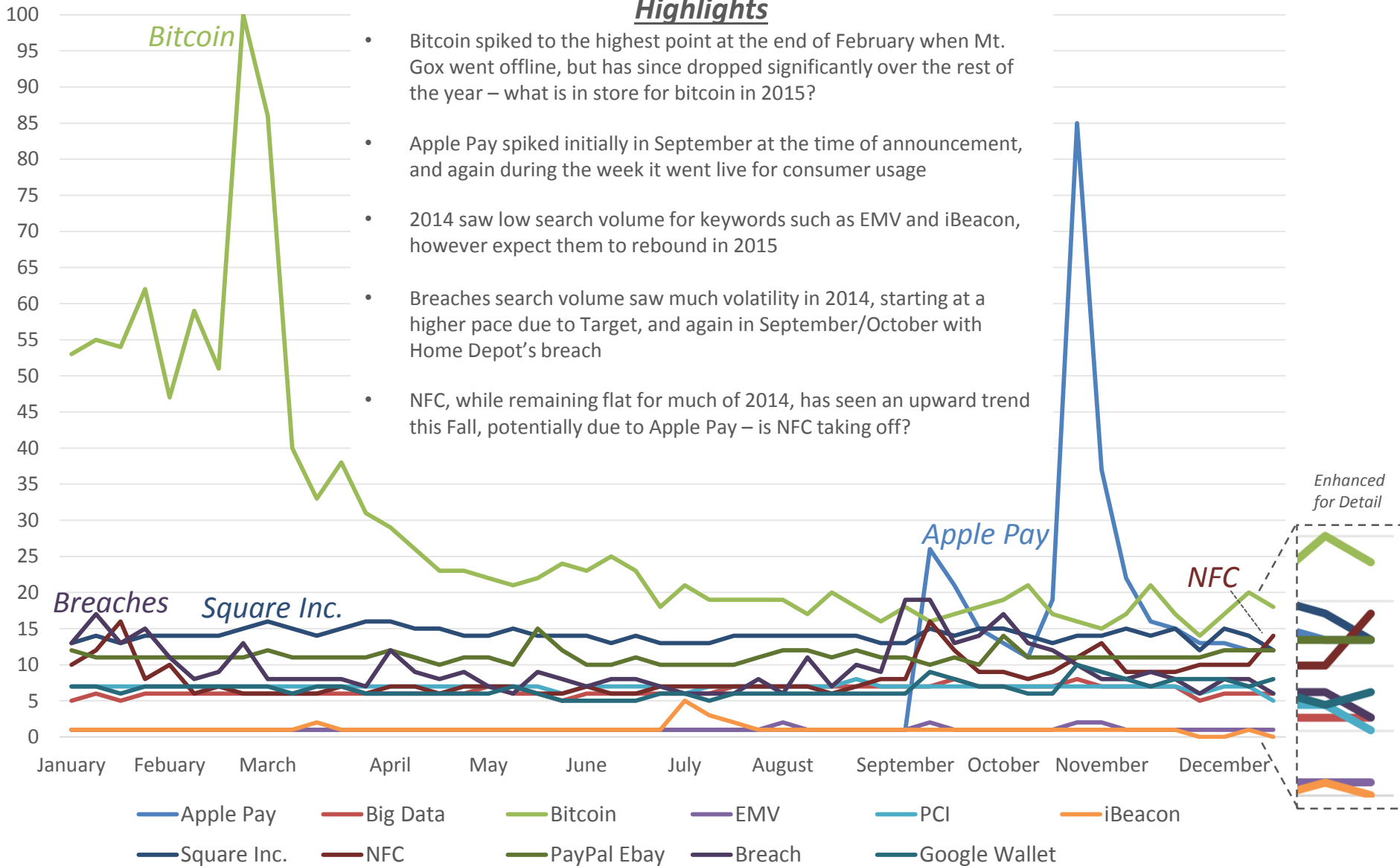
[Source Link](#)

[Read TSG's earlier report: Trend Graphs of Payments Industry Google Search Terms](#)

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## Highlights

- Bitcoin spiked to the highest point at the end of February when Mt. Gox went offline, but has since dropped significantly over the rest of the year – what is in store for bitcoin in 2015?
- Apple Pay spiked initially in September at the time of announcement, and again during the week it went live for consumer usage
- 2014 saw low search volume for keywords such as EMV and iBeacon, however expect them to rebound in 2015
- Breaches search volume saw much volatility in 2014, starting at a higher pace due to Target, and again in September/October with Home Depot's breach
- NFC, while remaining flat for much of 2014, has seen an upward trend this Fall, potentially due to Apple Pay – is NFC taking off?



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TSG consists of Industry leaders with extensive experience leading teams through explosive growth periods, mergers and acquisitions, and international and domestic expansion within the Payments Industry. Both Partners and Associates of the firm have held key senior management positions at leading industry companies including First Data / First Data International, Visa Inc., MasterCard, TSYS, Humboldt Merchant Services, WorldPay, Heartland Payment Systems, Cardservice International, iPayment, Alliance Data, RapidAdvance, Accenture Consulting, Redwood Merchant Services, Chase Paymentech, as well as other leading financial institutions and Payments companies.

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