

Determine top ranked countries for successes and declines, filtered by dimensions. Analyze within country and by region, payment type method, processor, and payment channel. Provide benchmark of successes and declines by card country—filtered by card type—and cross referenced with BIN analysis for optimization opportunities.

Historical Analytics Country: Successes and Declines by Card Country

Combine analysis of Card Country with Processor and Card Payment Method to understand approval rates by country. This informs strategies to improve conversion and approval rates for identified card countries.

1. From the left navigation panel go to **Analytics > Historical > Country**.
2. For the selected time period, you can view **Decline Changes** for the top five card countries (green indicates positive and red indicates negative) within that period. Review a heat map of the **Decline Rates by Card Country**, and a country comparison of the **Successes and Declines Rates by Card Country** ranked by authorizations.
3. Compare the decline rates for the top card countries and take note of those that appear higher in comparison.
4. In the **Choose a filter** drop-down menu, choose **Processor** and choose a supported processor. Note the **Total Decline Transactions** and changes, the **Decline Rates by Card Country** heat map, and the **Country Comparisons** of the success and decline rates. Then select another processor and compare the metrics.
5. In the **Choose a Filter** drop-down menu, choose **Payment Type Method** and select a payment type. As in the previous step, review the metrics in the displayed charts. Then select a different payment type and compare the metrics.
6. Determine which processors or payment type methods perform better for any given card countries.
11. To explore data further, click the **Export** button. A pop-up menu appears with two selections: **Export as CSV** or **Export as JSON**.

In summary, understanding of the decline count and rates lets you know which countries have the highest authorizations, and what processors and payment methods are the most successful. This knowledge enables you to develop the appropriate strategies for each card country.

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