

# Dynamic Pricing

Enable International consumers to view pricing and pay in more than 70 currencies on your web site.

## The Challenge

Today's e-Commerce websites are visited by consumers from many nations outside of the United States. These consumers are comparing your goods and services against those priced by merchants in their home country. Price sensitivity is always a consumer concern. Today, most e-Commerce websites offer their goods and services in their own local currency. International customers have to go through mental calculations to determine an estimated price in their own currency for your goods and services. This uncertainty leads to customer dissatisfaction, higher bail-out rates and loss of potential sales.

Visa® and MasterCard® have recently implemented steep fees associated with the acceptance and processing of all credit cards issued outside the United States costing e-Commerce merchants significantly more per international transaction to accept internationally issued Visa and or MasterCard credit cards. Merchants choosing to set pricing on their own are exposed to both pricing and foreign currency exchange risk which could reduce margin profitability significantly.

## The Solution

First Data's Dynamic Pricing product is a secure and compliant new credit card processing solution. Our solution provides businesses the ability to offer international Visa and MasterCard e-Commerce customers the choice to view and pay for goods and services in their own currency without any pricing or exchange risk to the merchant or consumer.

The customer sees all pricing in their home currency as opposed to US Dollars providing an enhanced and preferred shopping experience. Upon checkout they will pay in their home currency and the transactions will be submitted to the Associations in the selected currency. You will receive funding in the guaranteed USD amount based on your actual US Dollar price for the goods and services purchased.

Our solution removes the need for your company to set pricing in any other currency other than U.S. Dollars. Pricing in consumer selected currency is determined based on our guaranteed and competitive exchange rates. In addition you will receive a new revenue stream that is generated by the conversion and growth in your international cardholder volume. Our solution redirects the revenue currently earned by the card associations and the issuers to help offset your cost of accepting international payments.

## Here's How It Works

When your customer lands on your website they are offered a choice to select the currency they wish to shop in. Once they have made their selection your system will dynamically change the pricing into the customer's chosen currency. At checkout, your customer will pay in their selected currency for Visa and MasterCard transactions. The customer will receive a receipt only in their selected currency. The amount will match the consumer's card account statement when it arrives 20 to 30 days later, eliminating surprises. You will be funded in US Dollars for each of these transactions. We accept all of the risk typically associated with pricing or currency exchange risk, ensuring your margin profits remain intact. You will also receive an additional revenue stream in the form of a monthly commission payment for every Visa and MasterCard transaction conducted in another currency other than US Dollars.

In addition, Dynamic Pricing reporting through our online Remote Access Module (RAM) tool enables you to track and manage your foreign transactions, respond to chargebacks and calculate the revenue your business generates from the program offering. Easy to implement, safe and secure, your Dynamic Pricing website can also produce reports detailing both the U.S. and foreign currency transaction amounts to assist with tracking.

## Help Your Business

- Earn additional revenue generated by conversion fees, growing as international cardholder volume increases
- Eliminate exposure to foreign exchange rate risk
- Reduce your total cost of acceptance
- Offset existing association fees directly associated with accepting international credit cards (i.e., Visa ISA, MasterCard ASF and cross-border fees)
- Increase customer satisfaction and loyalty
- Attract new customers and win business over competitors

## Help Your Customers

- Make payments in the currency of their choice without hidden charges or fees
- See complete transaction details, matching cardholder statement, with their local currency printed on the receipt
- Purchase with full disclosure of the exchange rate being applied to the transaction
- Receive up-to-date rates of exchange based on wholesale Reuter's rate

## Features

- International credit cardholders pay in their card billing currency
- For eCommerce businesses only
- Instantly converts price from U.S. dollars into chosen currency
- Business receives same funding had transaction been in U.S. dollars
- Supports over 70 global currencies
- Guaranteed rate of exchange
- Generates e-Receipt that matches customer statement
- Brings in conversion fee revenue
- Provides a level of reassurance to foreign clients
- Secure, compliant and fully transparent transactions

## Partner With First Data

Get more value from your eCommerce payment process with differentiated products and support that:

- Streamline implementations across your entire organization
- Optimize your payment process
- Improve product integration across processes and channels
- Scale for future needs
- Minimize risk while addressing compliance

**For more information, contact your Sales Representative or visit [firstdata.com](http://firstdata.com).**