Allow consumers to shop in their own currency

Currency is the language of commerce. Online consumers across the world want to see pricing in their own currency – as if they were shopping in their own country. Dynamic Pricing is an easy way for merchants to offer multi-currency pricing so international customers can shop and pay in their own currency, leading to lower shopping cart abandonment and higher sales conversions.

Grow your business

- Earn additional revenue from Visa® and Mastercard® transactions processed in a foreign currency
- Eliminate exposure to foreign exchange rate risk
- Reduce your total cost of accepting Visa and Mastercard cards issued outside the U.S.
- Attract new customers and win business over competitors not offering Dynamic Pricing
- Increase customer satisfaction and loyalty

Help your customers

- Shop in their choice of more than 70 currencies
- Make payments in the currency of their choice without hidden charges or fees
- See a cardholder statement matching the currency on their receipt
- Avoid most additional foreign transaction fees
- Make educated and informed purchases without having to perform manual calculations
Provide customers with an in-country purchase experience

A currency is selected
Upon entering a website, the consumer has the opportunity to select the currency they wish to shop in.

Pricing is converted
Based on consumer selection, the website will dynamically change all pricing into the selected currency based on the prevailing exchange rate.

The purchase is made
Upon checkout, the consumer will pay the final amount in the currency they selected and receive a receipt in that currency and amount.

One solution for cost reduction and customer satisfaction

Beyond Dynamic Pricing
The benefits of Dynamic Pricing don’t stop once the transaction is processed. Other key benefits include:

Simple maintenance
There is no need to set pricing in any other currency than USD. All prices are automatically converted based on current exchange rates.

BI reporting
Offers commission tracking and key performance indicators, providing in-depth marketing insight and analysis of international customers.

Guaranteed funding
Funding is provided in USD at a guaranteed exchange rate at the time of transaction. Commissions are automatically calculated and paid each month.

For more information about our Dynamic Pricing solution, please contact your Sales Representative.