



## Allow international customers to shop and pay 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.

### Merchant benefits

- Earn revenue share on cross-border transactions
- Reduce the cost of processing cross-border transactions
- Increase top-line sales by helping to expand into new markets
- Reduce shopping cart abandonment and improve sales conversions at checkout
- Eliminate foreign exchange risk for the life of the transaction with integrated treasury management
- Improve customer satisfaction and customer loyalty

### Consumer benefits

- Shop and pay in more than 70 presentment currencies
- Receive a receipt in the same amount and currency that appears on their cardholder statement
- Helps eliminate foreign transaction fees charged by many issuers (depending on cardholder agreement)\*
- Make purchases in a familiar currency without having to perform manual calculations
- Enjoy a superior cross-border experience that is similar to doing business with a local merchant

# Real-time pricing in multiple currencies without the complexity



## Beyond the transaction

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 multiple foreign currencies. All prices are automatically converted based on current exchange rates.



### Powerful reporting

Provides commission tracking and key performance indicators, offering in-depth marketing insight and analysis of international customers.



### Guaranteed funding

Funding is provided in the merchant's local currency – not the presentment currency – at a guaranteed exchange rate from the time of transaction.

## Additional solutions for managing cross-border transactions

### Currency Conversion (Dynamic currency conversion)

Offers customers the choice to pay in their preferred currency at checkout.

### Global ePricing (Multi-currency pricing)

Select your currencies, set pricing, and manage the customer experience.

### Global Commerce Solutions

Combine any of our currency solutions with Global Merchant Acquiring and Local Payment Methods.

\*There are additional cross-border related fees charged by the card brand anytime the card is used outside the country in which it was issued and for conducting a transaction in a currency other than the merchant's base currency. In addition, some issuers may impose a fee to the cardholder for using their card outside the country of issuance. Dynamic Pricing does not eliminate that fee.

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

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