



## 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.