



# Drive traffic and sales by adding financing to your website

Use Synchrony's new custom eApply Link: **Multi-Merchant Connect.**

Consumer financing provides your customers the payment options they want and need. Incorporate financing into your website to ensure customers instantly know you offer Promotional Financing.



## 1. LOCATION **OPTIMIZE FINANCING ON YOUR WEBSITE**

Ensure your website helps create the optimal customer experience by incorporating financing in the following areas:



### **CORE NAVIGATION**

This helps customers find your financing information.

### **THROUGHOUT YOUR SITE**

Showcase financing offers across the entire browsing experience, like on your homepage and product pages.

### **FINANCING DETAIL PAGE**

A landing page within your site that details your financing program, shares customer benefits, and your custom Multi-Merchant Connect link.

**PLUS**—Include an invitation on your website for customers to ask you about your special financing offers.

## 2. LANGUAGE **PROVIDE FULL DETAILS AND DISCLOSURE**



Synchrony provides written language to accurately and effectively describe your promotional offers to consumers. This verbiage has been approved for compliance and transparency for a positive consumer experience.

*The next page includes the language you can copy and paste to use on your website. We recommend including this with your new Multi-Merchant Connect link.*

\*Source: Synchrony Financial 2017 Major Purchase Study

# Multi-Merchant Connect: Easy Implementation



### 3. LINK REQUEST YOUR MULTI-MERCHANT CONNECT LINK (MMC Link)

Contact your Synchrony Sales Rep at 1-877-891-9803 to receive your unique MMC link.

**Your MMC link is a coded “button.”** Your link will be sent to you in the form of a live, clickable button that will tie directly back to your Merchant ID. This should be placed where the “Apply Online” icon is below.

*Copy and paste the language in the box below onto your website. It's already approved!*

## Expand your purchasing power with Promotional Financing through Synchrony.

Synchrony is one of the nation's premier consumer financial services companies. Our roots in consumer finance trace back to 1932, and today we are the largest provider of private label credit cards in the United States based on purchase volume and receivables.

- A simple application process, and fast credit decisions
- Unsecured, revolving credit lines
- Promotional financing options<sup>1</sup>
- Convenient monthly payment options
- Online account management



**Apply Online**

<sup>1</sup> Subject to credit approval. Minimum monthly payments required. See store for details.

For all promotions: Qualifying purchase must be made with your Home Design credit card issued by Synchrony Bank and a \$29 account activation fee will apply and be charged at the time first purchase posts to account. For new accounts: Purchase APR is 26.99%; Minimum Monthly Interest Charge is \$2. Existing cardholders should see their credit card agreement for their applicable terms. Subject to credit approval.

For additional resources, please visit:

[toolbox.mysynchrony.com](https://toolbox.mysynchrony.com)

