



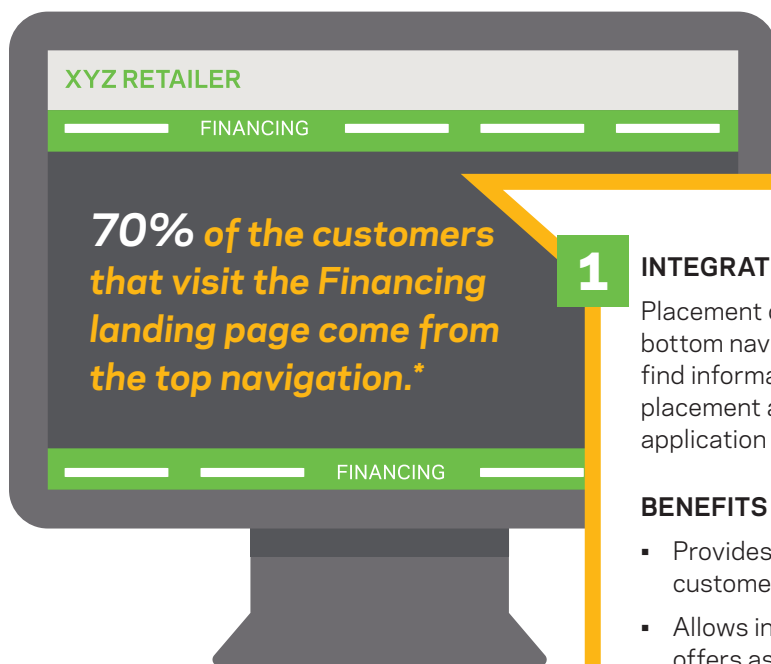
Improve your online marketing

Understanding what consumers are looking for is the first step to developing a website that drives traffic and sales to your business. Improve your online marketing by following the tips below to effectively promote and advertise your financing options throughout your consumer web experience.

Did you know?

80% of shoppers browse online to help decide what and where to buy.*

43% look online for financing.*



1

INTEGRATE FINANCING INTO YOUR NAVIGATION

Placement of financing options in both the top and bottom navigation helps repeat customers easily find information/links to manage their account. This placement also allows new customers to easily find application information and benefits.

BENEFITS

- Provides convenient, easy access for every customer, every time they visit.
- Allows instant navigation to detailed financing offers as well as full disclosures that can be just one click away.

*2014 Synchrony Advisors Online Consumer Community Heatmap



2

MARKET FINANCING TO IMPROVE YOUR SALES CONVERSION RATES

Showcase promotional offers throughout the browsing experience and educate consumers on the availability and value of financing. Make sure financing specials are advertised with qualifying products. Include messaging and links which inform customers on how to apply and drive them into your store as well as how to manage their account.

BENEFITS

- Helps sales of advertised specials and drives consumers to apply.
- Lets consumers consider their buying power and encourages add-on purchases.
- Drives larger tickets through early awareness of financing options in the buying process.

3

DEDICATE A LANDING PAGE TO PROMOTE YOUR PROGRAM'S FINANCING ADVANTAGES

Promote the consumer advantages associated with card ownership. Let the customer know that having an account gives them access to Special Financing offers, an exclusive card to track their budget, and 24/7 convenient online account management. Applying is quick and easy!

BENEFITS

- Ensures new customers know how to apply in-store when they are ready to buy, and existing customers can access their account easily.
- Provides a page with ample space to promote other offers as well as full promotional details and disclosures.



Visit Digital Marketing Toolkit for instant access to tools and resources to help you effectively market your financing program online.

SynchronyBusiness.com



* 2013 eIntegration Consumer Study
** 2014 Major Purchase Consumer Study
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