



# Integrating financing online

**Just as you'd promote your financing program in a physical location, your web presence is your online salesperson**—it can showcase your promotional offers and help you sell more.

Consider how consumers experience your financing program today:

- well-placed in-store signage
- discussing at the point of sale
- direct marketing initiatives

Now integrate these same efforts consistently throughout your online presence:

- search engine results
- optimal website placement
- online marketing initiatives

Combining how customers are looking for information with the goals of your website will help you promote and feature your financing information—online—to drive more informed customers to purchase from you.

## 1. OPTIMAL SEARCH STRATEGY

Boost your search engine optimization to help customers find you when searching online—include promotional financing key words and phrases on your home and product pages, and in image descriptions, page titles, etc.

## 2. EASY TO NAVIGATE WEBSITE

To ensure your customers don't have to look too hard for your financing offers, place this information throughout your website—in your core navigation, on home and product pages and aligned with your overall marketing initiatives.

### Did You Know?

**80%** of major purchase shoppers start their research process online.\*\*

**56%** say they're more likely to visit a website that provides payment options in the search results.\*

**8 out of 10** on average agreed that they would like to see credit information included in the majority of key pages on a retailer's website.\*

\*Source: 2014 Synchrony Financial Major Purchase Consumer Study  
\*\*Source: 2013 Synchrony Financial Major Purchase Consumer Study

# Take your financing program online to drive more traffic and sales.

### 3. DEDICATED FINANCING PAGE

By including an easy to find landing page within your site— highlighting both available financing and benefits associated with being a cardholder—you add exclusive value to your card's brand and keep your viewers' interest on your site.

**Over 67%** of shoppers who viewed a high integration page said they were likely to continue shopping that site.\*

### 4. ONLINE CONSUMER CENTER

Consumers are looking for reassurance and convenience. Providing a direct link to Consumer Center allows cardholders to access their account 24 hours a day, 7 days a week at MySynchrony.com. Here, they can check available credit, schedule payments and more.

**24/7** account information and management is just one click away on Consumer Center.

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### Visit *Digital Marketing Toolkit*

With the Digital Marketing Toolkit, available at SynchronyBusiness.com, you have instant and free access to digital banner advertisements, buttons, logos and web page templates to help you promote available financing options to online shoppers. Be sure to use these resources exclusively to ensure that you are using materials that are clear, legally compliant and up to date.

\*Source: 2014 Synchrony Financial Major Purchase Consumer Study

[SynchronyBusiness.com](http://SynchronyBusiness.com)

