

A BLUEPRINT TO BUILD YOUR BUSINESS

Getting more value from your merchant services provider



COLLABORATING FOR SUCCESS

Start with a solid foundation

If your business depends on credit and debit card customers, you might want to rethink your relationship with your acquiring bank or processor.

Are you missing opportunities to build value with customers?

Turn to J.P. Morgan Merchant Services. You gain a merchant services partner with diverse opinions and experiences, an unwavering focus on customer support and the technical expertise to offer solutions that can make running your business simpler.

With an annual processing volume of \$1.6 trillion that includes more than 50 percent of all e-commerce transactions in the U.S.,¹ J.P. Morgan sets the standards for merchant services—without compromising on personalized support.



Chase payments platform

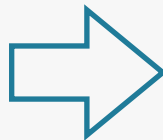
Closed-loop network for all U.S. Chase-issued Visa cards

Acquiring data

Point-of-sale transactions

Chase issuing data

Fraud triggers
Customer spending insight
Demographic and geographic data
Spend behavior of peer group



- Spend less
- Earn more
- Build your business

¹ February 2020 Nilson Report

Spend less

Compare:

Want to reduce the cost of processing card transactions? Other processors will remind you to follow the rules set by your payment networks. **Do you want just another processor?**



Step up with J.P. Morgan:

Insight-based recommendations

Find out what you need to know about your transaction volume across payment networks to negotiate better rates.

Unless you have a team of payment experts advising you, the chances are good that you are paying too much in card fees. The reality is that you have options that can save you money and meet other priorities, such as helping improve your customer checkout experience.

J.P. Morgan expertise helps you identify next steps:

- Best practices to reduce interchange fees across card transactions.
- Strategies that support your goals, whether it's a frictionless checkout or fewer declined payments or something else.
- Data and insight to help drive routing decisions.

“Merchants are extremely busy running their business and may think card brands have forced them down one path or other. But there are alternatives. We empower merchants to understand all options based on their total share of payments and data that only J.P. Morgan can bring to the table.”

Allan Shearer
J.P. Morgan Executive Director and Relationship Manager

Simplified, single-rate processing

Save on transactions made on U.S. Chase-issued Visa cards. Opt into the ChaseNet closed-loop payments platform, available only from J.P. Morgan for qualified merchants. When J.P. Morgan is both the issuing bank (the consumer's bank) and the merchant's bank, J.P. Morgan can process the payments directly and have saved clients hundreds of millions of dollars since ChaseNet inception¹.

Control costs

- Single rate, versus the traditional separate interchange rates, acquiring fees and network fees for each transaction.
- Transparent and predictable pricing with full visibility over processing costs.

Inform decisions

- Actionable insight that combines J.P. Morgan scale and expertise from across the payments value chain.
- Integrated treasury and payments reporting system for your J.P. Morgan solutions.

¹ ChaseNet reported card rebate since 2019.

Earn more

Compare:

Other processors do their best to balance authorizations with fraud protections and call it good. **You can do better.**



Step up with J.P. Morgan:

Proven, fact-based authorizations framework

Optimize authorizations to close sales. J.P. Morgan is uniquely positioned to strike the right balance between risk tolerance and authorizations. With insights derived from Chase cardholder behavior, J.P. Morgan can more easily fine-tune fraud strategies and authorization rules than processors with an acquiring-only perspective.

How authorizations work

In an ideal world, card-issuing banks would automatically authorize all valid transactions and prevent all fraudulent transactions. But authorization policies are risk-driven, designed to approve the most transactions at the lowest-possible cost. Authorization models balance the expected fraud rate with the customer experience and anticipated revenue.

Sometimes payments can go wrong. Perhaps the customer hasn't updated their billing address, or there's a typo in the checkout form. Even the time of day can affect whether an issuing bank declines or approves an authorization request.

Why issuing data makes a difference

Issuers set specific expectations about data elements; authorizations are more likely when transaction data meets those expectations. On Chase-issued transactions, J.P. Morgan is uniquely positioned to adjust its strategies to improve both fraud outcomes and authorization rates. J.P. Morgan can change the equation because about half of all U.S. households—some 63 million—do business with Chase.¹

¹ J.P. Morgan Chase 2020 Annual Report

Targeted customer engagement and acquisition

Build customer awareness, engagement and revenue. Use consumer insight from the issuing side of the house to plan campaigns that work; use acquiring-side data to demonstrate ROI. Volume and cardholder data sets the Chase Offers program apart and opens up opportunities.

- A pizza chain moving into a new area might want to drive brand awareness or trials to win new customers.
- A quick service restaurant that wants to build loyalty and frequency might target recent customers.

How Chase Offers works

Eligible cardholders can activate offers on their Chase cards, targeted based on consumer insights and spending. Chase Offers rewards cardholders with a statement credit.

Chase Offers success story: When a North American quick service restaurant decided to introduce a new product, J.P. Morgan helped target consumers based on spending profiles with a Chase Offer to drive trial. Chase Offers drove \$5 in revenue for every \$1 spent and the volume of new customers exceeded expectations.

“Merchants want a partner that can help them grow their business – our consumer digital solutions and marketing programs such as Chase Offers can help merchants drive top-line revenue and customer loyalty. We also have some of the best reporting on offers, including where your dollars went versus payback.”

Eileen Steele
J.P. Morgan Executive Director and Business Development

Build your business

Compare:

Other processors will simply repackage your data and leave you struggling to make sense of it.

What if you want more for your business?



Step up with J.P. Morgan:

Consumer insight that goes beyond your customer base

Make more informed marketing and operational decisions. Find answers using J.P. Morgan data analytics and consumer insight derived across the entire payments value chain, including the 63 million U.S. households who do business with Chase.¹

- **Inform location strategy and local advertising.** Where are your customers at the zip code level and how far do they live from your stores?
- **Expand into underpenetrated customer segments.** What are the characteristics of your customers (age, income and gender) and how do they compare to businesses that look like yours?
- **Encourage foot traffic and staff for peak times.** What day of the week and what time of day do customers tend to buy from you and businesses like yours?
- **Drive loyalty behavior.** What share of sales comes from new customers versus repeat customers? What about your most valuable customers?

J.P. Morgan reach

- Process 1 in 2 U.S. e-commerce transactions²
- Process 1 in 4 U.S. consumer transactions²

¹ J.P. Morgan Chase 2020 Annual Report

² NilsonReport, Issue 1193, March 2021

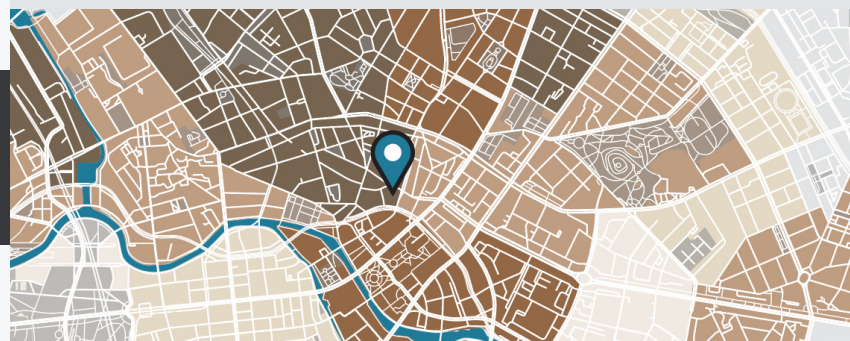
Analytics and expert recommendations

Take advantage of specialized expertise to help guide your strategic initiatives. Compare your performance against peers with benchmarking. Drive bottom-line growth with data-driven decisions.

Location strategy success story: A coffee chain that wanted to open a new outlet used J.P. Morgan consumer insights to understand where coffee lovers lived in relation to other premium coffee shops. As a result, the chain identified underserved areas to locate new stores.

Marketing strategy success story: A retailer that wanted to win more big-spending customers used J.P. Morgan Chase consumer insights to analyze and segment its customers based on spending behavior. The business then mapped a profile of high spenders. Using the profile, top categories of spending and preferred channels, the retailer improved the return on its marketing campaigns.

Find customer data by zip code by tapping deep data and insight.



FROM BLUEPRINTS TO SPECIALIZED EXPERTISE

Step up with J.P. Morgan

Whether you are starting out or continuing to expand operations, J.P. Morgan Merchant Services offers unmatched insights and expertise across the card payments value chain. Work with us to save on payment costs while you build revenue and create new opportunities.



✔ Spend less
Insight-based recommendations
Simplified, single-rate pricing

✔ Earn more
Proven, fact-based authorizations framework
Targeted customer engagement and acquisition

✔ Build your business
Consumer insight that goes beyond your customer base
Analytics and expert recommendations

More reasons to turn to J.P. Morgan experts

- Take advantage of digital solutions across the entire payments ecosystem built on best practices and deep expertise from our consumer businesses.
- Help resolve disputes quickly with tools and specialists.
- Work with experts that understand consumer insights, payment regulation, fraud monitoring and everything in between—for holistic advice that supports your payments strategy.

You can't outgrow us

J.P. Morgan offers resources and infrastructure ready to serve your end-to-end needs from pay-in to pay-out. Scalable solutions work for your business today and enable your ambitions for the future. As your business grows and its needs change, J.P. Morgan experts will continue to help you at every stage.

Learn more about how to save on processing costs and earn more from your customer base. Talk to your J.P. Morgan representative.

[LEARN MORE](#)

J.P. Morgan market leadership

- #1 processor in U.S. with \$1.6T in transactions¹
- #1 issuer in U.S. with 22% credit market share¹

¹ J.P. Morgan Chase 2020 Annual Report

J.P.Morgan

VISIT US AT [JPMORGAN.COM/MERCHANTSERVICES](https://www.jpmorgan.com/merchantservices)

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