



Synchrony eCommerce Solutions Guide

MORE CHOICES. MORE OPPORTUNITIES.

Synchrony eCommerce Solutions

helps make it simple for you to offer financing to your online customers.

Offering Synchrony financing on your Shopify, Adobe Commerce (Magento), WooCommerce, or BigCommerce site can help you drive more sales, encourage repeat visits and help increase the average cart size.

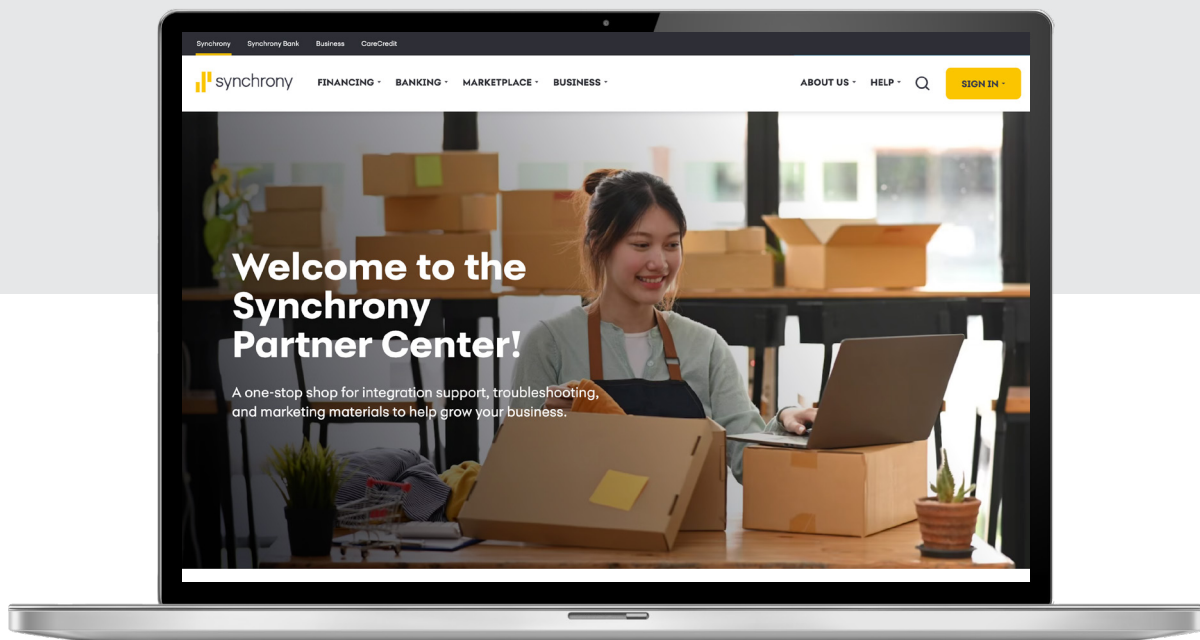
On the following pages, you'll learn the basics:

- 03** How to Use Partner Center
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Partner Center Overview

How to use Partner Center

Partner Center is the online portal exclusively for Synchrony eCommerce Solutions merchants. This is where you can learn how to do business with Synchrony, how credit and financing works, and how to advertise and offer financing to your online customers. You'll also find FAQs, integration guidance and support for technical issues, as well as tips to help you use and optimize Synchrony financing in your business.



Integration Support and Technical Troubleshooting

Synchrony eCommerce Solutions are designed with a seamless API integration, and a goal of making Synchrony financing available to your customers as soon as possible. If you have questions, or need to troubleshoot, there are resources you can access at any time on Partner Center. Just click [Technical Resources](#) or [FAQs](#).

Integration Support and troubleshooting





View easy-to-use guidelines for seamless API integration and browse common troubleshooting articles.

[Technical Resources](#)[FAQs](#)

Advertising and Marketing Assets and Images

It's very important to always use (and not modify) approved and compliant content, and assets when talking about Synchrony financing. Synchrony has made it easy: Assets are available to you free-of-charge on [Partner Center](#). Simply download digital email bricks, preapproved advertising and assets and more.

**Marketing and promotional materials**



Access marketing guides and ready-made, downloadable assets for effective and compliant marketing efforts.

[Marketing Guides](#)

[Marketing Assets](#)

How to Promote Financing

Financing could make a big difference between making a sale and losing a sale, so promoting your financing program is important. There are a few key things to know about advertising and promoting your Synchrony financing program on your website, via email, and other channels like social media. It is critical that you only use the approved assets available on Partner Center.

Fair Lending rules require that financing be offered fairly and consistently to all customers. It's good for business, and it's the law. You can leverage free Synchrony digital tools and assets to help promote your business and financing program on your site, social media, and more. Access Partner Center marketing assets [here](#).



86% OF SHOPPERS
who researched financing
did it online, using the
retailer's website.*

**ENJOY IT NOW,
PAY OVER TIME***

Financing options available.

[Learn More](#)

*Subject to credit approval.

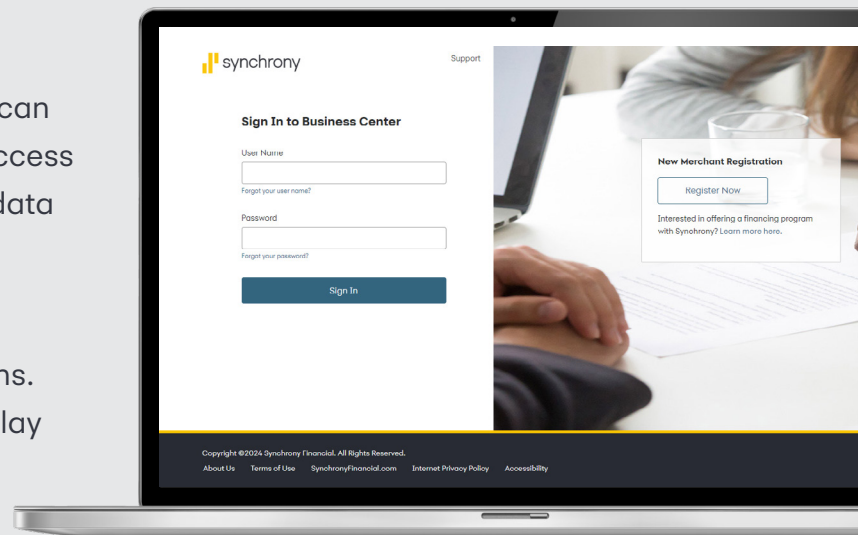
NEED SUPPORT? Email us at eCommerce@syf.com

Business Center Overview

How to use Business Center

Business Center is a secure site where you can review your Synchrony funding details and access detailed reporting. You can select reporting data by customer, by timeframe, and more.

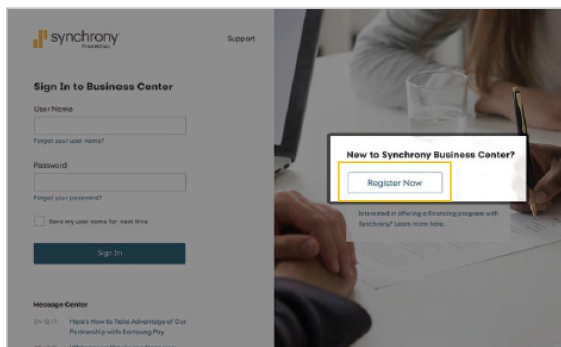
Please note that you do *not* process sales on Business Center or process credit applications. Customers apply for credit via a link you display on your website.



Register on Business Center to Get Started

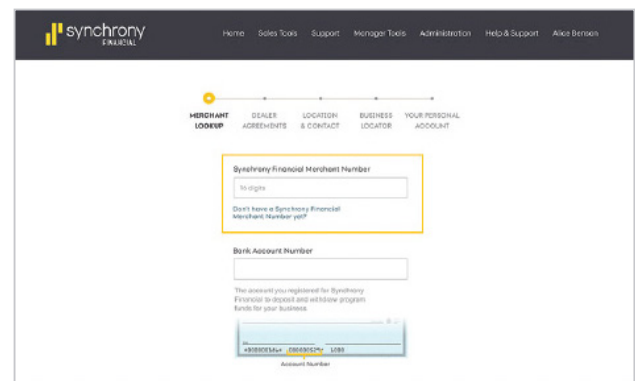
STEP 1:

Go to bc.syf.com and click the Register Now button.



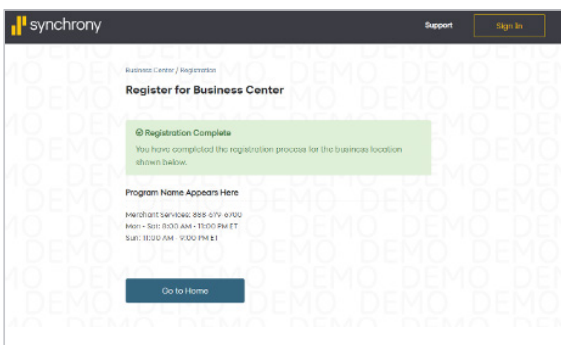
STEP 2:

Enter your 16-digit Synchrony merchant number and the bank account number you provided to Synchrony when you enrolled. Click Next.



STEP 3:

Follow the prompts to complete your Business Center registration.



Once registered, log in to Business Center to access Learning Center.

Click the blue Go to Learning Center button on the home page. You'll be taken to your personalized dashboard page.

[Go to Learning Center](#)

Access and Run Reports on Business Center

Log in to Business Center at your convenience to see all of your Synchrony reporting in one place.



Here are reports you can quickly access:

Business Dashboard

Track and monitor the performance of your Synchrony financing program. This easy-to-use dashboard gives you a high-level view of approved credit lines, applications submitted, and applications approved.

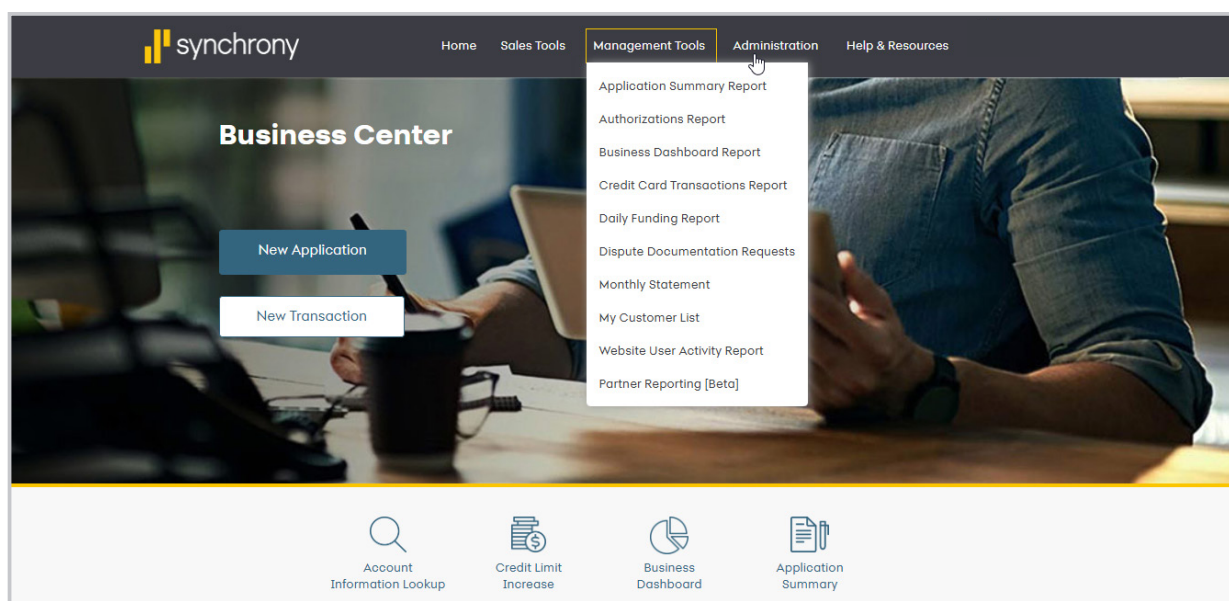
Synchrony Credit Transactions

This report allows you to monitor activity for your Synchrony financing program. You'll find information like approved credit card transactions, transaction types, invoice numbers, and more.

Authorization Report

Track your authorization-only transactions. You can search by Authorization Code, Program Name, Customer Last Name, and Date Range. You can view up to 180 days of data, in 90-day increments.

Access Business Center [here](#).



How Funding Works

Synchrony offers fast funding to help optimize your cashflow. Funding for the Synchrony Flex credit card program is a two-step process. First, Synchrony will authorize the financed transaction. Then, after your customer signs the terms and conditions document, you will typically receive your funding within two business days. The funds will deposit in the bank account you used when you enrolled with Synchrony. Information on the Synchrony Pay Later program begins on [page 9](#).

Daily Funding Report Overview

To make it simple to track your funding activity, utilize the Daily Funding Report.

In this report, you'll find:

Funding Summary

This summary includes total sales, returns, credit adjustments, debit adjustments, discounts and net funding.

Funding Detail by Date

Included in this section are funding details by customer name, account number, financed amount, net funding and more.

Promotion Summary

This section offers views by transaction type, promo ID, rate and more.

Card Type Summary

View Promotion Summary details, sorted by card type (if applicable).

How to Access Your Daily Funding Report

1. Log in to Business Center.
2. Under Management Tools on the top of the page, select Daily Funding Report from the dropdown.
3. Choose your program, date range to search, and click Search.
4. You can view up to 15 months of data, in 90-day segments.
5. When the report opens, you can sort the data by adjusting the search criteria.

The screenshot shows the Synchrony reporting platform. The left sidebar contains a navigation menu with sections: APPLICATION (Application Detail), TRANSACTION (Transaction Detail), and FUNDING (Funding Summary, Website User Activity, MID Comparison Tool, Download Center, My Customer List, Custom Reports, Settings). The main content area displays a table titled '354 Filtered Records' with columns: Transaction Date & Time, Accountholder Name, Account No., Transaction Amount, Transaction Type, and Product Family. The table lists several transactions, including refunds and purchases. On the right, a 'Filters' panel is open, showing options to sort by 'Transaction Date' (Oldest to Newest) and filter by 'Product Family' (Credit Card), 'Transaction Type' (Auth Only, Purchase, Refund), 'Loan Status' (Scheduled, Unscheduled, Funded), and 'Date Range' (01/01/2024 to 01/31/2024). There are also buttons for 'RESET CHANGES', 'CANCEL', and 'APPLY'.



If you'd like to save a copy of your Daily Funding Report, download it to Microsoft Excel and save.

Promotional Financing

How Promotional Financing Works

There are two types of Synchrony financing programs available—**Synchrony Flex Credit Card** and **Synchrony Pay Later**. The Synchrony Flex Credit Card is called revolving credit, because the cardholder has a designated credit limit that can be used over and over to make purchases, as long as the account is in good standing. The purchase is subject to standard account terms, and the cardholder pays off the purchase by making monthly payments, or paying their balance in full. They can avoid paying interest on their purchase by paying their balance in full each month by the payment due date.

You may also choose to offer **promotional (or promo) financing** to your customers who use the Synchrony Flex Credit Card. This type of financing has a time component (e.g. 6 months, 12 months, etc.) and an interest component (Deferred Interest, 0% Interest, etc.).

Here are some examples of promotional financing:

Deferred Interest

Interest accrues on the promotional purchase during the promotional period at the accountholder's standard rate for their account, and is shown on the billing statement as accrued interest.

- If the promotional purchase is paid in full by the end of the promotional period, the accountholder will not be charged any interest on the promotional purchase.
- If the promotional purchase is not paid in full by the end of the promotional period, the accountholder will be charged the interest that has accrued at the standard APR on the account on the promotional purchase from the date of purchase.

A minimum monthly payment is required, and varies based on the accountholder's balance. Each billing statement will display the required total monthly payment due on the account.

If only required minimum payments are made, the promotional purchase may not be paid off by the end of the promotional period. Factors that determine this are:

- Amount of the promotional purchase.
- Length of the promotional period.
- Whether there are other balances on the account.

EXAMPLE OF DEFERRED INTEREST FINANCING: No Interest if paid in full within 12 Months on purchases of \$500 or more. Interest will be charged to your account from the purchase date if the promotional balance is not paid in full within 12 months. Minimum monthly payments required.

Equal Payments No Interest

No interest is assessed on the promotional purchase. Equal monthly payments are required until the promotion is paid in full.

- The equal monthly payment is calculated by dividing the amount financed by the number of months in the promotional period allowing the financed amount to be paid by the end of the promotional period.

EXAMPLE OF EQUAL PAYMENTS

NO INTEREST FINANCING:

No Interest with equal monthly payments for 12 months on purchases of \$500 or more.



Synchrony Pay Later

The second type of financing program is Synchrony Pay Later, an installment loan, which is different from using your store credit card. This budget-friendly program allows customers to pay for their purchase over time, with flexible options.

Synchrony Pay Later provides the customer with predictable monthly payments, which can help make budgeting easier. Synchrony Pay Later allows customers to buy now and pay later for the things they want. This program has a simplified application, and the customer will receive an immediate credit decision.

With Synchrony Pay Later, customers finance a **one-time purchase** and **pay it back over time** with equal monthly payments. Customers can have multiple Synchrony Pay Later loans open simultaneously. There is no long-term commitment as the loan is automatically closed when paid in full.

Customers can choose Pay in 4, which is four interest-free payments over six weeks, or Pay Monthly, which offers longer-term monthly payments for larger purchases.

Pay in 4

Pay in 4 is typically used for smaller purchases of \$40-\$500 and is a no-interest installment loan. Customers make four interest-free payments over six weeks. The first payment is due at time of purchase.

There is no interest and no late fees, and the customer makes payments via autopay (required). This option requires a credit check. An inquiry may appear on the customer's credit bureau report but won't impact their credit score.

How Promotional Financing Works (cont'd)

Pay Monthly

Pay Monthly is typically used for larger purchases of \$500-\$12,000 or more. The APR (interest rate) ranges from 0% to 29.99%, depending on the customer's credit profile. Equal monthly payments are required, and autopay is optional. An initial payment may be required at the time of purchase.

This option requires two credit checks. The first is a soft inquiry (doesn't impact credit score) when the customer applies and prequalifies for the loan. The second is a hard inquiry, which may impact the customer's credit bureau report, and occurs when the customer acknowledges the Terms and Conditions and accepts the loan.

PLEASE NOTE: Pay Monthly and Pay In 4 loans can't be modified once the consumer accepts the loan. You can provide the customer with a partial refund or full refund, but you can't adjust the loan amount in your eCommerce admin panel.

If you issue a partial refund, the customer's agreed-upon payment will remain the same, but the loan amount will be adjusted, and the loan will be paid off in less time.

FUNDING

There is a two-step merchant funding process with Synchrony Pay Later loans. First, the customer applies and prequalifies for the loan. Second, the consumer acknowledges and signs the Terms and Conditions and accepts the loan. Merchants are funded within two business days after the second step.

66% OF SHOPPERS
agree that financing
makes larger purchases
more affordable.*

MERCHANT FEES

Synchrony charges merchants a fee to offer financing to your customers. The fee is based on the total purchase amount, including any initial payment made by the customer. There are many benefits to offering financing to customers on your website. It could help customers purchase an item they really want or need, with simple, convenient payments. Customers could also save their other credit cards for emergencies or other purchases. And, finally, financing could help you have larger cart sizes and build repeat shoppers.

Fraud and Disputes

How to Help Avoid Fraud

Everywhere we look, there are scammers and fraudsters who try to profit from consumers and businesses, both large and small. Fraud always has two victims: the customer and the merchant. Both customers and merchants lose money from eCommerce fraud. Customers can have their payment card data or identities stolen, but their money is typically protected. However, merchants are responsible for costs associated with fraudulent purchases, like chargeback costs and fees.

What you can do to help protect your website and your business:

- Check your SSL certificate.
- Monitor for malware.
- Maintain consistent platform backups.



NOTE: Synchrony strongly recommends setting your eCommerce gateway to Shipping Address.

This means that orders will process only if the customer's billing address and the order shipping address match.

If you allow orders to be sent to addresses other than the customer's billing address, you may expose your business to a much higher risk of fraud.

Disputes Documentation Requests Tool

Synchrony offers you a comprehensive disputes tool, designed to help you track and reduce chargebacks.

Merchants utilizing Synchrony eCommerce Solutions must enroll in the Disputes Documentation Requests tool. It only takes a few minutes.

Just go to Management Tools on the Business Center homepage and select Disputes Documentation Requests. The enrollment page will appear; follow the prompts to enroll. Once enrolled, you'll have access to your dashboard, and all your disputes information in one, simple place.

Here are some key things to watch for:

- Delivery address is different than billing address.
- Delivery address is an unusual shipping address.
- Multiple shipping addresses for a single customer.
- “Friendly fraud”—This is when the customer argues a charge was fraudulent, and then tries to use a different credit card/account to attempt to receive the funds from the fraudulent chargeback(s).

Questions and Contact Information



If you have questions about the topics in this guide or about your Synchrony merchant account, please contact:

CALL Synchrony Merchant Services at 800-333-1082 for questions on fees, customer issues, and other questions on your financing program. There is also a chat function in Business Center.

EMAIL eCommerce@syf.com for questions on your eCommerce integration, including technical or performance issues.