Recommendations & Best Practices

For displaying Synchrony eCommerce Solutions
on your website

synchrony

Sitewide Recommendations

This section will walk you through different pages of a typical website experience with examples and call outs to help you market Synchrony financing on your website.

Ready to use graphics are available at https://www.synchrony.com/partner-center.

These graphics should be utilized in their original format and any captions should match copy provided in this document.

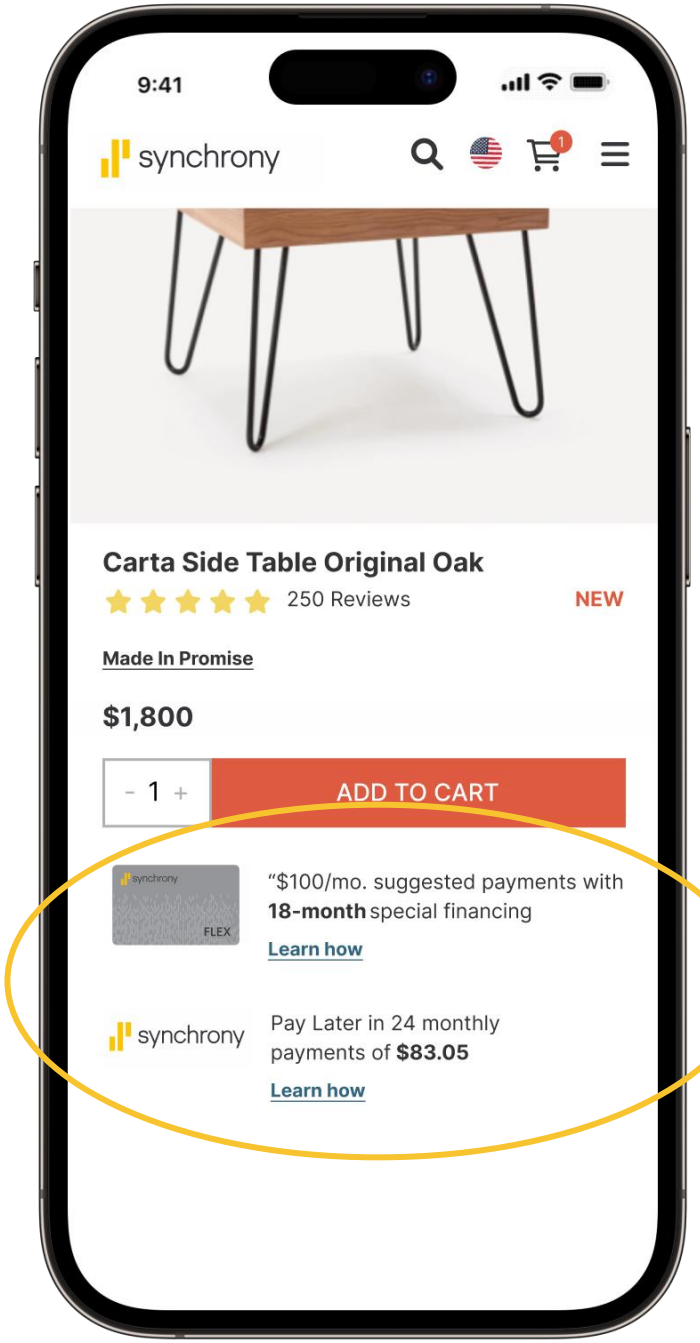
The graphics provided in these examples are for partners that offer the Synchrony Flex Credit Card or Pay Later via Synchrony eCommerce Solutions. For partners that offer a different or custom card program, please contact your Synchrony representative.

Payment Widget **Required**

1. The payment widget integrated at launch is the foundational placement throughout the customer's path to purchase. It displays available financing offers, allowing customers to visualize their potential payment option.

- If you do not have the widget integrated into your website or are facing issues, visit the Technical Resources page on https://www.synchrony.com/partner-center for instructions and guidance.

- Where to Place:
  - Product Page
  - Cart
  - Checkout



Customer Navigation

2. Provide customers with easy access and visibility to financing by integrating top navigation and footer placement.

- Link placements to the Multiproduct Presentment pop-up. Instructions are located in the Integration Guide located at https://www.synchrony.com/partner-center.

Image Assets & Examples

This section will show you various assets available to download at https://www.synchrony.com/partner-center.

The graphics provided in these examples are for partners that offer the Synchrony Flex Credit Card or Pay Later via Synchrony eCommerce Solutions. For partners that offer a different or custom card program, please contact your Synchrony representative.

Website Banners

1. You can add banners to your website that drive awareness of financing with minimal effort. These banners are located at https://www.synchrony.com/partner-center.

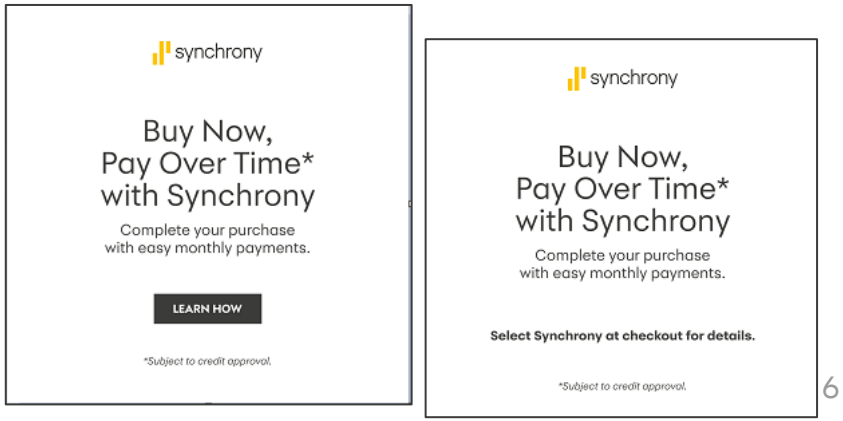
- Banners with a “Learn More” call to action **must** link to the Multiproduct Presentment pop-up. Instructions are available on the Technical Resources page located at https://www.synchrony.com/partner-center.

- Banners with no “Learn More” call to action are not required to link to the pop-up.

- Recommended Placements:
  - Homepage
  - Category Pages
  - Financing Options Overview Page

General Purpose Banners:

Financing Overview Page:

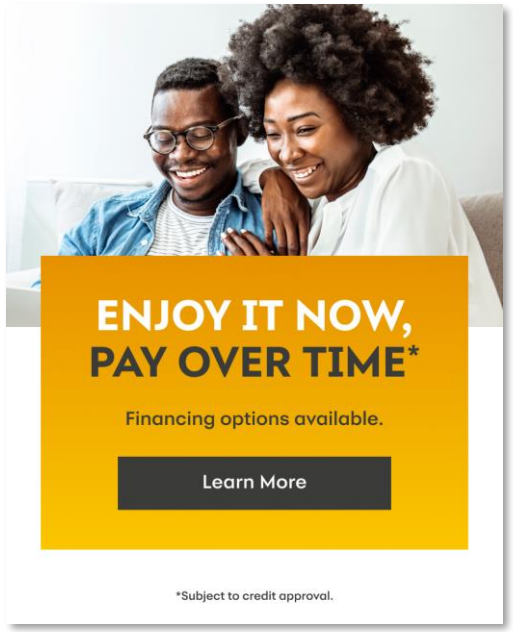


Email Banners

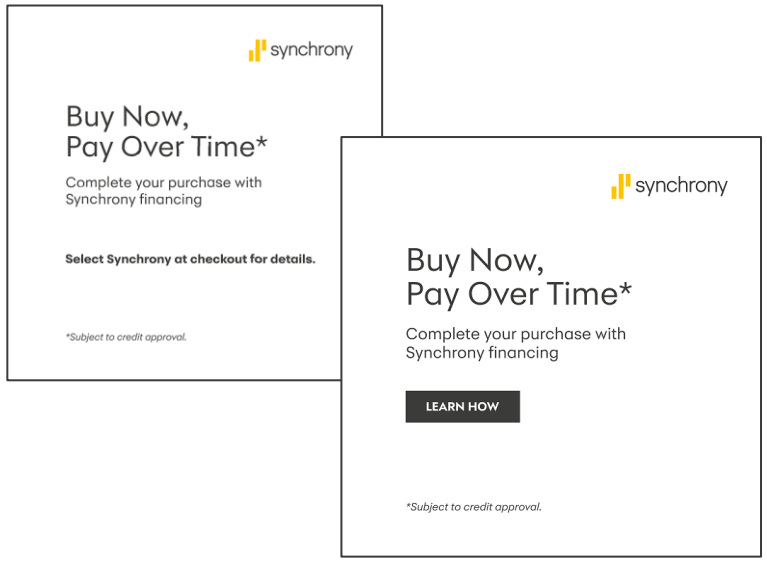
2. You can add banners to email marketing that drive awareness of financing with minimal effort. These banners are located at https://www.synchrony.com/partner-center.

- Banners with a “Learn More” call to action must link to your website.
- Banners with no “Learn More” call to action are not required to link to your website.
- Banners can be used as standalone email marketing, or as supplements to existing marketing efforts. (e.g. Cart abandonment emails)

General Purpose Email Banner:



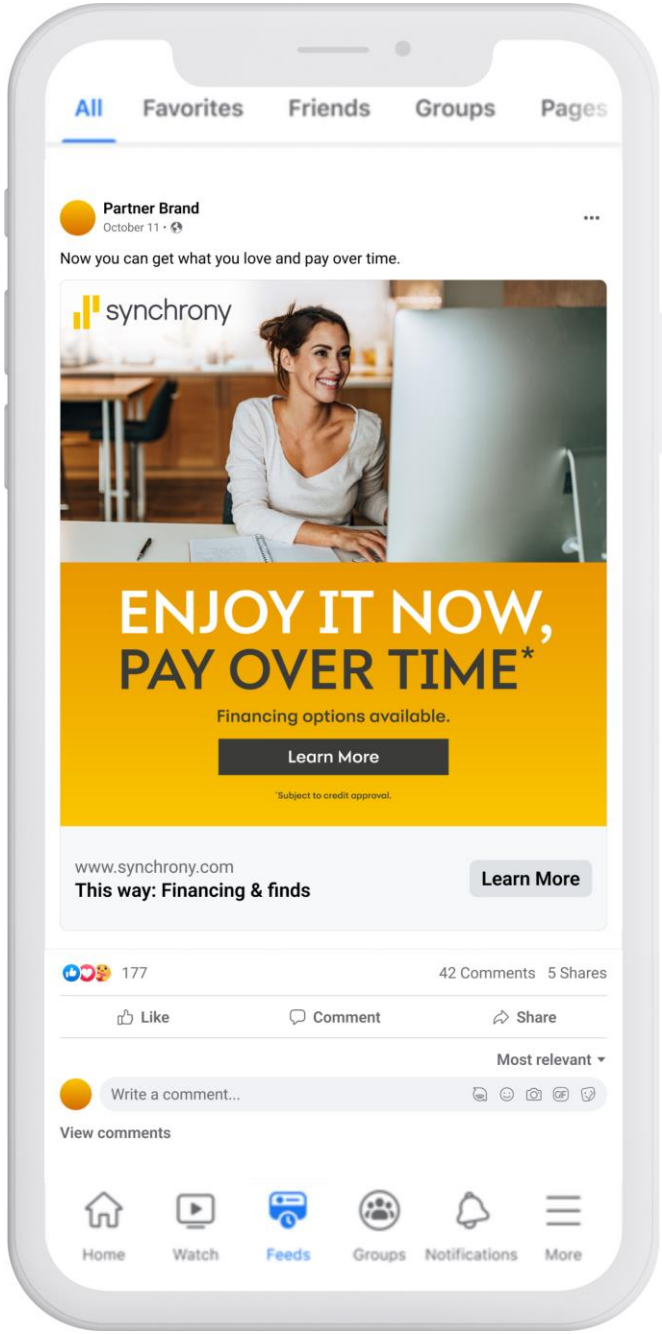
Cart Abandonment Email Banner:



Social

3. You can post on social media using the provided banners at https://www.synchrony.com/partner-center.

- Banners with a “Learn More” call to action must link to your website.
- Assets with no “Learn More” call to action are not required to link to the pop-up.
- Caption Options:
  - Now you can get what you love now and pay over time.
  - Buy now, pay over time.
  - Financing options available at <Your Brand Name>.



synchrony