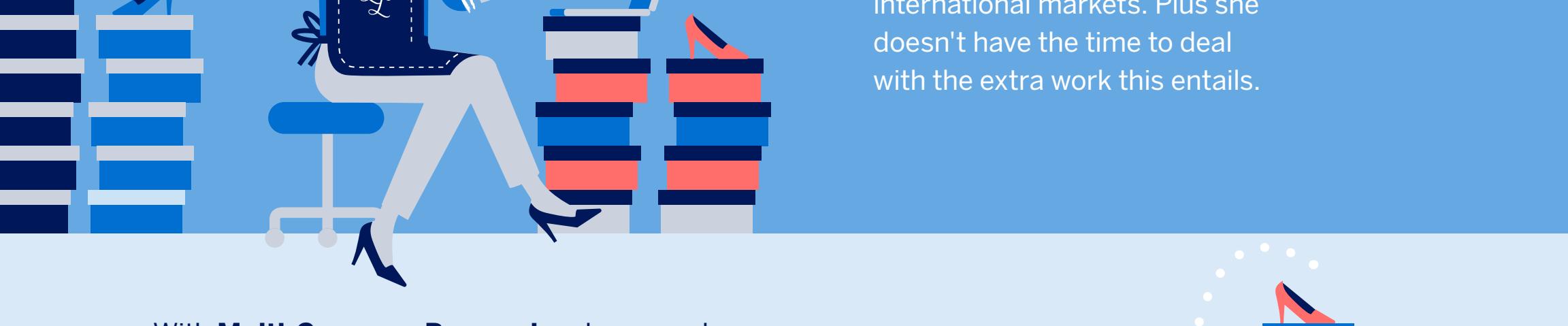


A simple, effective way to reach international customers.



A short story about Multi-Currency Processing from American Express

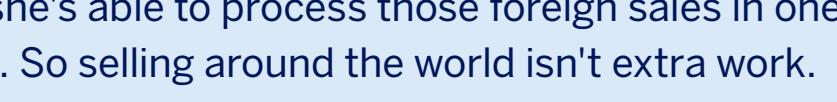
Her business is international. She's looking for a payment solution to help her reach customers all around the world.



doesn't have the time to do  
with the extra work this evening.

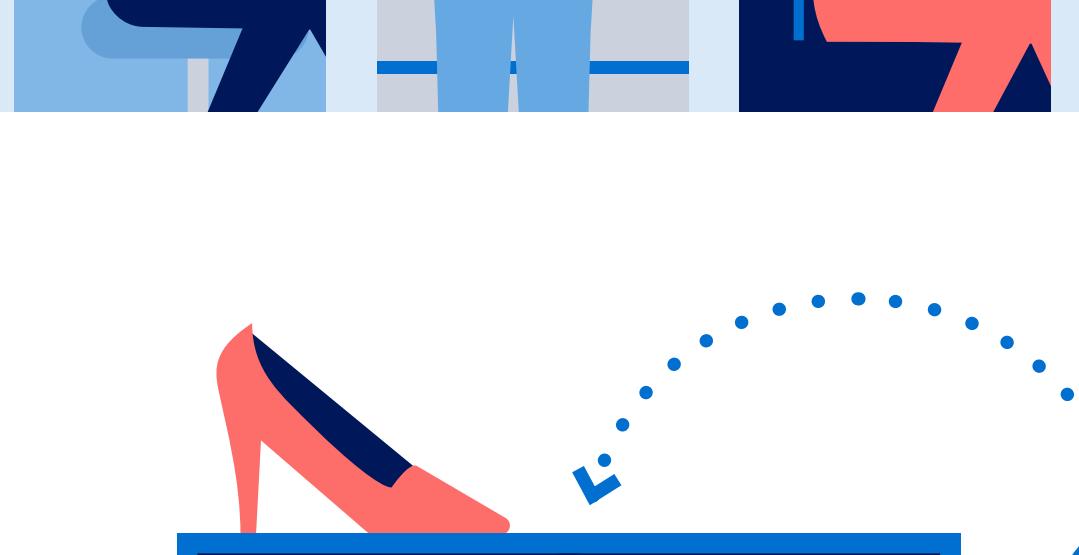
A solid blue rectangular background. In the bottom right corner, there is a white circular logo consisting of a large circle with three smaller white circles arranged in a triangular pattern below it.

use her *current* website to market in multiple currencies. And she's able to process those foreign sales in one simple place. So selling around the world isn't extra work.





## confusion and increased checkout friction



An advertisement for Lady Lynn's U.S. Shoe Company. The ad features a woman in a blue dress holding a large blue sign with a white dollar sign on it. The sign also has the text 'LADY LYNN'S' and 'U.S. SHOE COMPANY'. Below the sign, the word 'PAID' is written in large, bold, white letters. The background is a light blue gradient.



customer base, and customers all over the world get to shop for Lynn's shoes in their local currency.