





Help merchants welcome **American Express® Card Members**



Your merchants can now accept American Express® Cards! Here's how you can help them welcome American Express® Card Members:

1. Reinforce the benefits of the OptBlue® Program

-  Pricing set by provider
-  One fast payment
-  One simple statement
-  One point of contact to help with questions for all card brands accepted

2. Help answer potential objections

Sometimes a merchant needs more encouragement to accept American Express Cards. You'll find more tips to help with these situations at www.americanexpress.com/optblueagent

3. Encourage the use of free decals and signage

Be sure to have your merchants add American Express signage to their door, register and website to let customers know that American Express Cards are accepted

Tell your merchants they can order complimentary signage directly from American Express at americanexpress.com/signage

4. Share available free marketing tools & programs

Your merchants may be eligible for free marketing programs to help them reach more customers. Invite them to explore these opportunities at americanexpress.com/shopsmall



By helping merchants understand the OptBlue rate structure, you can help boost American Express Card acceptance.



88% of American Express Card Members agree that they prefer to make purchases where their American Express credit card is accepted.*

*American Express commissioned an online survey conducted by Morning Consult in September 2023 relating to non-business purchases. Definition of American Express® Card Members: Respondents in the U.S. who reported that they have an American Express credit card and that they use that Card to make non-business purchases at least once every 6 months. Definition of Non-Card Members: Respondents who reported that they do not have any type of American Express Card and that they use Visa, MasterCard, or Discover credit card products to make non-business purchases at least once every 6 months. Disclaimer: The trademarks used herein are the property of their respective owners.