B2B INTERCHANGE OPTIMIZER

Level 2 & 3 Processing Simplified for Merchants

Understanding **Level 2 & 3** data doesn't have to be complicated for merchants but after hearing a few interchange terms, most merchants get confused and instead rely on trusting someone that has their best interest in mind before using a new product. We're here to take the guesswork out of understanding the benefits for both you and your merchants and important things you should consider before approaching merchants with a B2B solution. Providing a B2B solution to the right merchants can save merchants money and add additional revenue to your bottom line.

WHAT IS LEVEL 2 & 3 PROCESSING?

Level 2 & 3 processing is really about ensuring B2B, or business to business transactions include required data to help merchants qualify for lower rates.

For **Level 2,** that means providing data such as a customer code and sales tax.

For **Level 3** transactions, that means providing data such as item descriptions, quantities, unit price, shipping zip code and more. **Level 3** data is typically seen among merchants handling large-scale B2B transactions.

Your merchants may already include some **Level 2** data, such as Customer Code or PO number, and **Level 3** data, such as Invoice Number or Order Number, in order to reconcile transactions with accounting software. If implemented properly, **Level 2 & 3** data can save time and money on both sides of the ledger.

THE BENEFITS - BETTER RECORD KEEPING, SAVINGS FOR MERCHANTS & MORE REVENUE FOR YOU.

Providing this required data gives merchants a savings on interchange fees and rates, which on average, can be 1% lower than a standard transaction.

For example, a $10,000 sale with a typical MasterCard interchange schedule, may save over $100 in interchange savings if all of the required **Level 2 & 3** data is provided. This is no small amount for any company watching their bottom line. And having this additional data allows merchants to better monitor and account for transactions.

It's important to keep these savings in mind when pricing future merchant accounts so you may add additional revenue to your bottom line.

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HOW DO I KNOW IF A MERCHANT CAN BENEFIT FROM LEVEL 2 & 3 PROCESSING?

Reviewing a merchant's processing statement can be tricky if you aren't familiar with recent interchange categories. Instead, we're happy to help by reviewing your portfolio for prospective merchants. However, a good place to start is a quick review of the merchants business type to review those that cannot benefit from B2B Savings.

MERCHANTS NOT ELIGIBLE FOR B2B SAVINGS:

- High Risk & Direct Marketing
- Travel & Entertainment
- Restaurants
- Hotels
- Car Rentals
- Truck & Utility Trailer Rentals
- Airlines
- Cruise Lines
- Passenger Railways
- Travel Agents

TARGET MERCHANT TYPES

- Commercial Landscaping
- Contractors
- Invoice & Recurring Billing Users
- HVAC/Plumbing/Electricians
- Any Retail Merchant that is Currently Accepting Corporate Cards

HOW THE MX™ B2B INTERCHANGE OPTIMIZER WORKS

Now that the benefits and savings are clear, let's discuss how Priority's MX™ B2B Interchange Optimizer can help. The MX™ B2B Interchange Optimizer, once activated, auto-fills **Level 2 & 3** data for merchants, saving time and possible data entry errors OR merchants may manually enter the data at the time of sale or after the sale, so long as the transaction hasn't been batched. This allows merchants extra time to gather the required information needed so merchants and cardholders see the expected information for accurate record keeping.

Want to learn more? Watch this short video.

CONTACT **JIM.SHERIDAN@PPS.IO** TO BEGIN DISCUSSIONS TODAY!