

## Introduction to Merchant Service Depot's Card Issuing Program

Merchant Service Depot's Card Issuing Program enables businesses to issue customizable prepaid cards for various uses:

- Commission payments
- Incentives for employees and contractors
- Customer rewards
- Affiliate payouts



#### **Key Features**

- Customizable, branded cards
- Instant card issuance
- Real-time transaction tracking
- Secure and reliable payment solutions

#### Why Choose This Program?

- Streamline payment and commission processes
- Reward customers and affiliates instantly
- Simplify operations and reduce administrative burden



# Why Lead Generation, Appointment Setting, and SEO Providers Need Prepaid Cards

#### Faster Payments

Quickly issue payments to employees, affiliates, or contractors for meeting specific goals (e.g., leads generated, appointments booked, SEO targets achieved).

#### **Instant Rewards**

Offer prepaid cards as immediate rewards for performance metrics like lead conversions, appointments, or SEO rankings.

#### **Incentive Programs**

Use prepaid cards as part of a loyalty or incentive program to motivate affiliates, contractors, or internal teams.

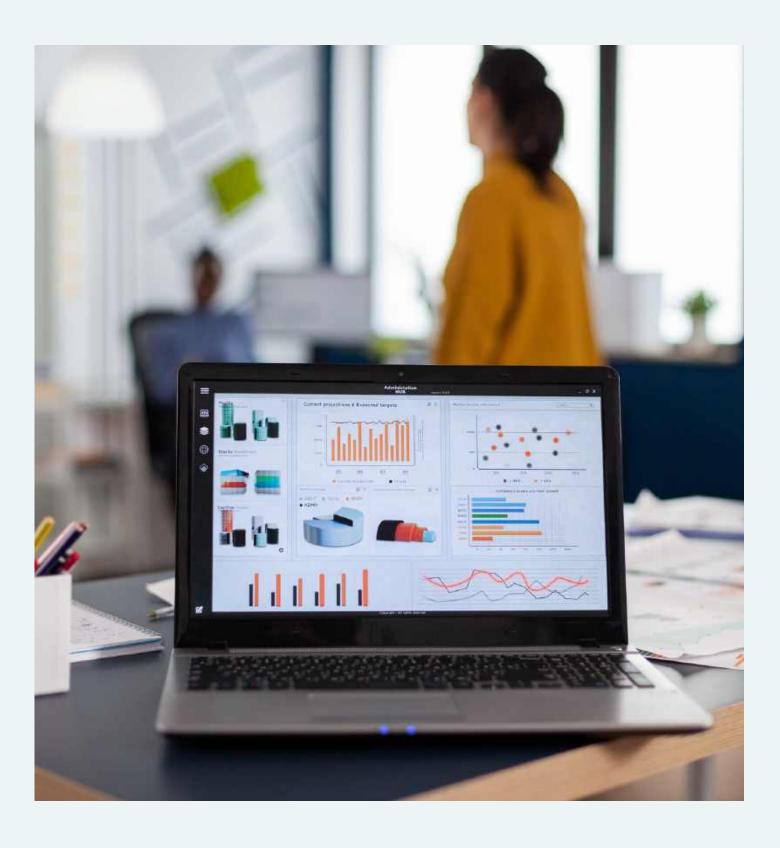
#### Simplified Operations

Automate commission payouts and reward distributions, reducing paperwork and manual processes.

## Key Benefits for Lead Generation, Appointment Setting, and SEO Providers



- Quick & Secure Payments: Prepaid cards can be issued instantly for affiliate commissions, contractor fees, or employee bonuses, ensuring timely payouts.
- Improved Cash Flow: Reduce the wait time associated with check issuance or bank transfers, enhancing financial liquidity and faster processing.



- Customizable Rewards Programs:
  Tailor reward amounts and
  conditions, such as issuing specific
  amounts based on the number of
  leads generated, appointments
  booked, or SEO milestones achieved.
- Tracking & Reporting: Use real-time transaction tracking to monitor card usage and spending patterns, ensuring transparency and accountability in reward distribution.



#### **Use Case 1**

# Streamlining Commission Payments for Lead Generation

#### Scenario

 Lead generation businesses often pay affiliates and partners based on the volume of qualified leads or conversions they generate.

#### Need

• A fast, efficient way to reward affiliates and partners for their contributions while tracking payouts accurately.

#### Solution with Card Issuing Program

 Prepaid cards are issued to affiliates immediately after a lead is verified or converted, with custom amounts corresponding to the agreed-upon commission structure.

#### Benefit

- Instant Payments: Affiliates can receive their commission instantly, improving satisfaction and motivation.
- Increased Affiliate Retention: Timely payments increase loyalty and incentivize future performance.
- Transparency: Real-time transaction tracking ensures both the merchant and affiliates have clear visibility into rewards and commissions.

#### **Example Case**

An affiliate generates 50 qualified leads in a month. Instead of waiting for a monthly check, they receive their commissions instantly via prepaid cards, helping them reinvest in future campaigns.

#### Use Case 2



#### Scenario

 Appointment setting businesses often rely on contractors to set a certain number of appointments or bookings for clients.

#### Need

 An efficient system to reward contractors or sales teams based on performance, such as the number of appointments set or completed.

#### Solution with Card Issuing Program

• Issue prepaid cards as instant rewards after a contractor meets specific performance metrics (e.g., X number of appointments per month).



- Motivation Boost: Prepaid cards offer instant gratification, increasing contractor and employee motivation.
- Improved Retention Rates: When performance is rewarded immediately, contractors feel valued and are more likely to remain engaged.
- Customizable Payouts: Cards can be issued with specific amounts tailored to different performance targets.

#### **Example Case**

A contractor books 30 appointments in a month. After reaching the target, they receive a prepaid card with a reward amount loaded onto it—motivation to continue performing well.



#### **Use Case 3**

# Rewarding SEO Achievements and Milestones

#### Scenario

• SEO companies often have employees or contractors working towards specific ranking or traffic goals for clients.

#### Need

 A clear and effective way to reward those who meet or exceed SEO goals, such as reaching top rankings or increasing website traffic.

#### Solution with Card Issuing Program

• Issue prepaid cards to employees or contractors as rewards for achieving SEO milestones or for completing projects ahead of schedule.

#### Benefit

- Instant Performance Rewards: Employees or contractors can quickly access rewards, creating a sense of accomplishment.
- Encourage Goal-Oriented Behavior: Setting specific milestones for SEO success can drive higher performance and competition within teams.
- Cost-Effective Incentives: Offering prepaid cards is a low-cost, highly effective incentive for performance-based roles.

#### **Example Case**

An SEO specialist hits a key performance milestone, such as improving a client's keyword ranking. They receive a prepaid card for their efforts, boosting motivation for future SEO targets.



## Customizable Features for Lead Generation, Appointment Setting, and SEO Providers



Branded Cards: Prepaid cards can be customized with your company's logo and branding, enhancing your brand's visibility.



Flexible Payout Options: Cards can be loaded with specific amounts based on milestones, such as commissions, appointments, or SEO ranking improvements.



#### Real-Time Tracking & Reporting:

Detailed tracking of card transactions and spending, which ensures full transparency and better financial reporting.



#### Real-Time Tracking & Reporting:

Cards can be issued instantly to employees, contractors, or affiliates —no need to wait for check processing.

### Benefits for Lead Generation, Appointment Setting, and SEO Providers





#### Faster, More Secure Payments

Instant issuance of prepaid cards for commissions, bonuses, and performance incentives—reduces administrative burden and waiting times.



#### **Enhanced Motivation & Retention**

Offering prepaid cards as rewards increases the likelihood of affiliates, employees, and contractors returning to work with your company again.



#### **Simplified Financial Tracking**

Monitor all payments and incentives with secure tracking, reducing errors and improving financial transparency.



#### Scalability

The card program can easily scale to meet your business growth—whether you are rewarding a handful of employees or hundreds of affiliates.





### Success with Prepaid Cards in Lead Generation and SEO

- Faster Payouts: Reduced affiliate payment time by 60%, with affiliates now receiving payouts immediately upon lead approval.
- Increased Affiliate Retention: Retained 30% more affiliates due to the faster, more reliable payment process.
- Boosted Performance: Contractors working on SEO projects became more motivated, leading to a 20% increase in overall performance.



# How the Program Works in 3 Easy Steps



01.

#### Customization

Tailor the prepaid card solution to meet your business's specific needs (e.g., commission payouts, contractor rewards, customer incentives). 02.

#### Issuance

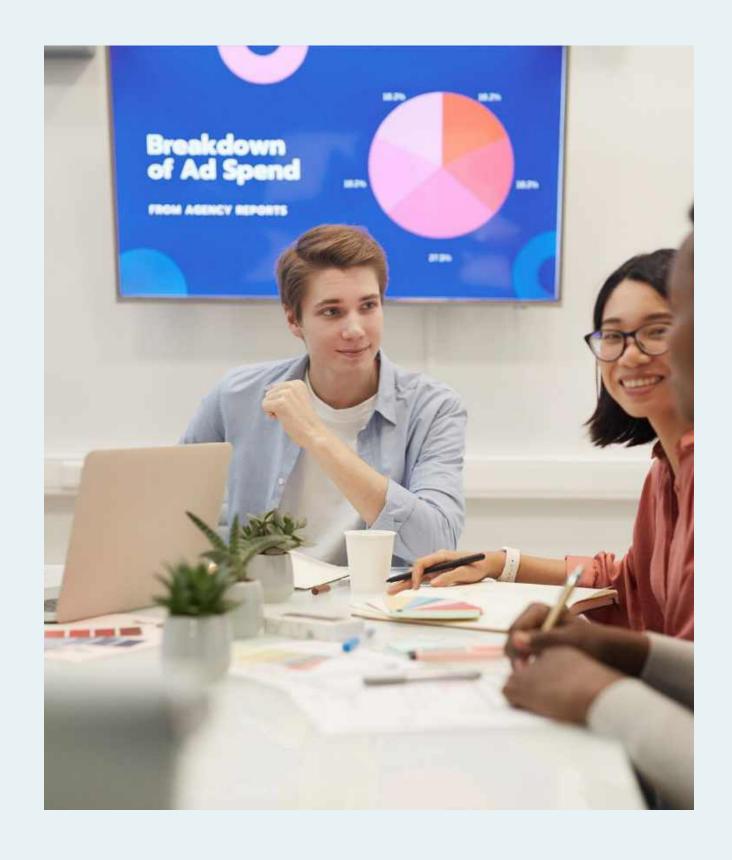
Issue prepaid cards instantly to affiliates, contractors, or employees via digital or physical methods.

03.

#### **Tracking & Reporting**

Use the secure portal to monitor transactions, balances, and generate reports for easy reconciliation.

# Take the Next Step with Prepaid Cards



#### Step 1

Schedule a free consultation to see how the Card Issuing Program can streamline your payments and incentivize performance.

#### Step 2

Work with our team to customize a prepaid card solution tailored to your lead generation, appointment setting, or SEO business.

#### Step 3

Get started today to enhance performance, reward your affiliates, and improve customer satisfaction with prepaid cards.



## Next Steps

Schedule a demo or consultation to see how prepaid cards can benefit your business.



#### Get started

Let us help you tailor a prepaid card solution that fits your specific needs, whether it's for commissions, rewards, or employee incentives.

