

Account updater Resources

Account Updater simply means that it automatically updates the credit card expiration date (and you can even get new card information) so the credit card does not expire. Basically 100% retention on a credit card sustainer!

Account updater already works with Visa, Master card and Discover and American Express is expected to participate within a few months.

There are three vendors that I know of that offer it. They're all a bit different in how they interact with payment processors and how they charge, but it is very affordable and it will absolutely help you prevent credit card donors from lapsing, you'll be saving a lot of time and money! And you'll be able to keep the retention rate as close to 100% as possible! Note, they will work with your payment processor so 'geek speaks to geek'.

www.propay.com

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