

## WHY YOU NEED TO PROVIDE PERSONAL INFORMATION WHEN OPENING A CREDIT CARD PROCESSING ACCOUNT



### Why You Need to Provide Personal Information When Opening a Credit Card Processing Account

It's important to provide your Social Security Number because it serves as one of the first key responses from a credit card application.



#### What information will be asked to provide?



When applying for a credit card processing account, the following information is required:

- Legal Name
- Date of Birth
- Home Address
- Social Security Number

#### What is my information used for?

Your personal information will be used to verify your identity during the credit card application and risk assessment process.



#### How does providing my personal information protect my identity?

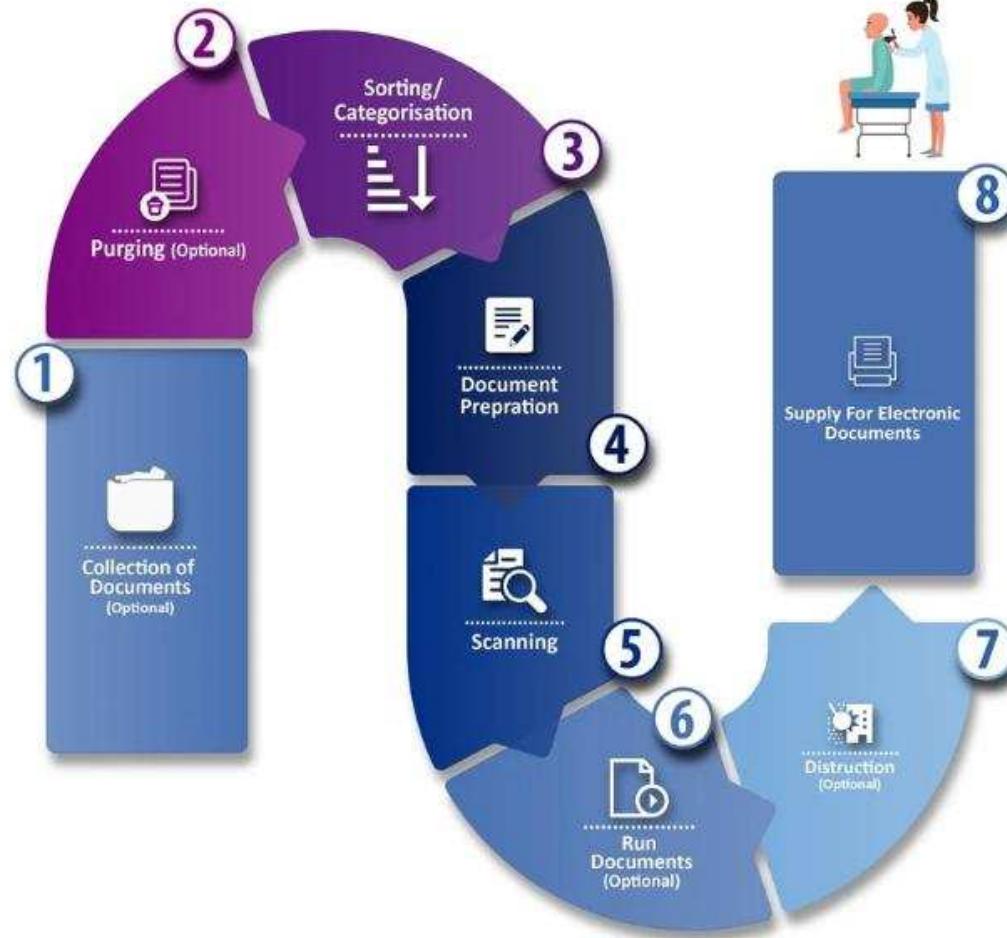


- If financial institutions and CCPs verify this information, it will help them detect the consumer to create a fraudulent account under your name.
- When an dispute, any of your personal information is being requested, and if you're requested to provide it for legal reasons.

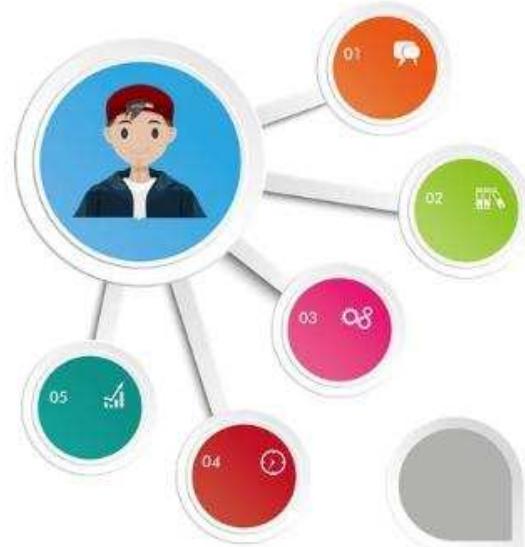
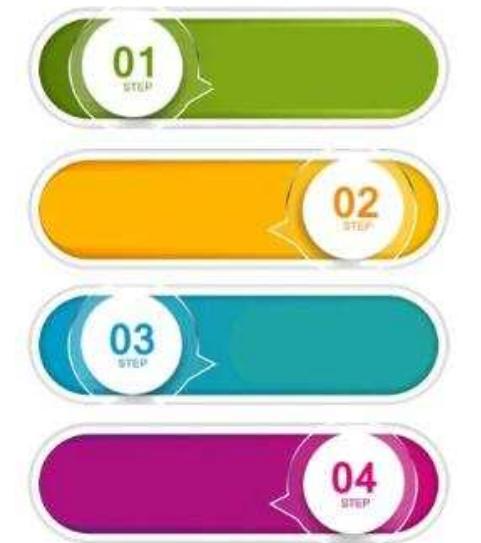
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# MODERN INFOGRAPHICS

**BLENDING THE Perfect Colours FOR YOUR LOGO**

“  
Research reveals people make an instant judgment about a product within 90 seconds of initial viewing.  
60-90% of that assessment is based on colour alone.”

**DIFFERENT COLOURS Express Different Traits**

**Red:** Power, Determination, Passion, Desire, Love, Design, Courage  
An emotionally intense colour  
Colour with highest visibility  
Stimulates people to make quick decisions. Remember “Buy Now” or “Click Here”.  
Promotes energy so can be used to promote energy drinks.

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**A Basic Guide on INBOUND MARKETING**

**WHY**  
To convert readers into leads and leads into customers

**RESULT**  
Effective and quality content direct the readers to the brand's official website

**HOW**  
Developing and promoting valuable service-oriented content for the readers

**STATISTICS:**

- Reduced leads cost **61%** less on average than traditional leads.
- 80%** of B2B buyers prefer inbound marketing.
- The average cost per lead drops **80%** after 3 months of consistent inbound marketing.
- 68% of inbound marketing leads indicate their organization's marketing strategy is effective.

**STEPS OF Inbound Marketing**

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**VIRAL CONTENT MARKETING**

**THE WHAT!**  
Anything on the Internet which is worthy of being shared across profiles and pages of various social network audiences, that benefits one and the associated companies in their marketing strategies.

**Viral Content**

**THE WHY?**  
We share a content million times and make it viral.  
But why?  
1. It's valuable - Making the family fun.  
2. It's interesting - and informative. Everybody around me says they're doing it.

**THE HOW!**  
An attempt of reaping the benefits from a Viral Content. The marketer, with fruitful viral content, witnesses the value of the investment growing up while the investment remains the same.

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# MODERN INFOGRAPHICS

## 5 Interesting digital marketing statistics

1 32% of UK smartphone owners use m-commerce  
...and are far ahead of Europe in terms of using smartphones for online shopping.

Around a third (32%) of UK smartphone owners make a purchase each month on their device.

2 Young people are least likely to use desktop for e-commerce

- Consumers aged 16-24 are the least likely to buy products via PCs and laptops (58%) compared to 25-34s (68%)
- Young adults are also the least likely to use search engines to research products (48%) compared to 55-64s (63%)
- but are the leading group for using Question & Answer sites such as Quora to find out product information (26%) compared to 55-64s (16%)

3 Finance institutions lacking mobile presence

Around 1/4 of the top spending 50 UK finance brands still don't have a mobile presence.

This infographic section features a red header with the number '5' and the title 'Interesting digital marketing statistics'. It includes a bar chart showing smartphone ownership by country. Below this, there are three numbered sections: 1) m-commerce usage in the UK, 2) e-commerce trends among different age groups, and 3) the lack of mobile presence in the finance sector.

## 12 MOST IMPORTANT WAYS TO BUILD BRAND ADVOCATES

**BRAND ADVOCATES ARE THE SOLE GIVER OF THE HIGHEST ROR.**

**WHAT / WHO ARE BRAND ADVOCATES?**

Those satisfied customers of yours who advocate your product / service / brand to their friends and whole social network.

Here are **12 ways** to build your Brand Advocates to increase your ROR :

- Focus on the relationship first.  
What makes customers fall in love with your brand? High quality products, excellent customer service, and a consistently memorable experience. Focus more on these aspects to create more advocates for your brand.
- Aim for Ongoing Engagement.  
Transform your one-time purchasers with little sales value into powerful Brand Advocates with sales value growth. Simply by focusing on engaging over time with attention, proper marketing strategies and overall efforts.
- Put more energy and attention in your

This infographic section has a blue header with the number '12' and the title 'Most Important Ways to Build Brand Advocates'. It includes a sub-section titled 'Brand Advocates Are The Sole Giver Of The Highest ROR.' and a question 'What / Who Are Brand Advocates?'. Below this, there are three numbered steps: 1) Focus on the relationship first, 2) Aim for Ongoing Engagement, and 3) Put more energy and attention in your.

## VIDEO IS THE NEW FACE OF CONTENT MARKETING.

WITH EACH DAYS PASSING,  
VIDEOS ARE BECOMING MORE AND MORE COMPELLING.

The below stats predict the rising influence of Videos -

- 44% of U.S. email marketers report increased engagement rates in messages containing video.
- Mobile devices account for 10% of global online video plays.
- 25% of viewing time of streaming video on tablets is spent with content more than 60 minutes long.
- The equivalent of 100 hours of video is uploaded to YouTube each minute.
- 13% of online video ads run less than 15 seconds.
- 36% of online video ads run longer than 30 seconds.
- 79% of in-stream online video ads are watched to their midpoints.
- 72% of in-stream online video ads are watched to their conclusions.

This infographic section has a teal header with the title 'Video Is The New Face Of Content Marketing.' It includes a sub-section 'With Each Days Passing, Videos Are Becoming More And More Compelling.' Below this, there are eight numbered statistics: 1) increased engagement with video in emails, 2) mobile video usage, 3) long-form video viewing on tablets, 4) YouTube upload volume, 5) short video ads, 6) long video ads, 7) midpoint video ad completion, and 8) conclusion video ad completion.