



AMERICAN  
EXPRESS

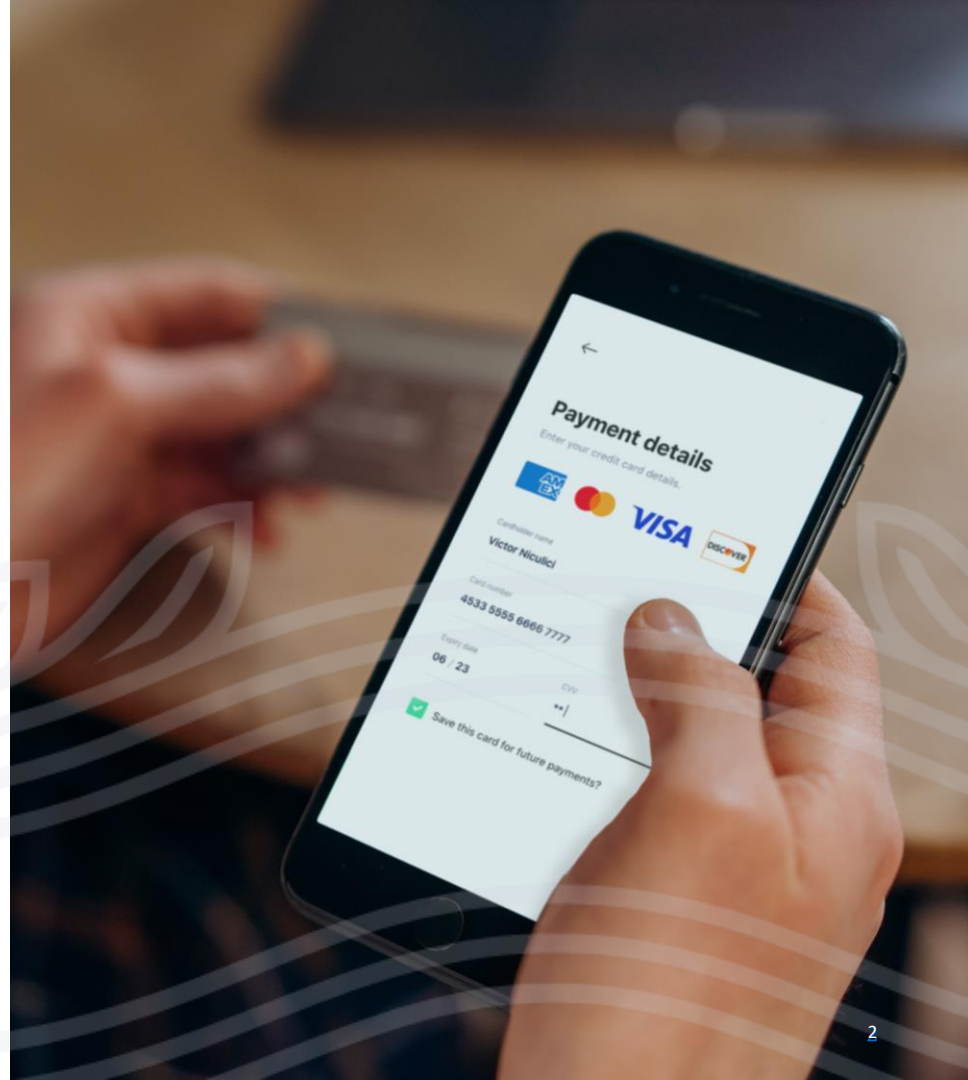
# Digital Point of Purchase Signage

How-To Guide

A woman with braided hair is sitting on a grey sofa in a bright, modern living room. She is wearing a light-colored sweater and teal pants. She is holding a white smartphone in her right hand and a gold credit card in her left hand, looking at the phone. The room has large windows, a potted plant, and a coffee table with a cup.

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## Introduction

With a crowded online marketplace, it's important that your website prominently shows they accept a range of payment options and is easy to use and purchase from.

American Express offers a full suite of easy-to-implement, ready-to-go digital signage that shows all your payment options. Use this digital signage to enhance your customer experience and encourage transactions.

**Get ready to welcome more happy customers with American Express.**

# Benefits of Digital Signage

**Prominently displaying available payment methods such as American Express is one of the easiest ways to attract, persuade and retain online customers.**



## Business Buyers

**81%** of credit card users that use their credit card to make purchases for their business report that they agree that they are more likely to shop at a business if there is signage displayed that their preferred payment method is accepted.<sup>1</sup>

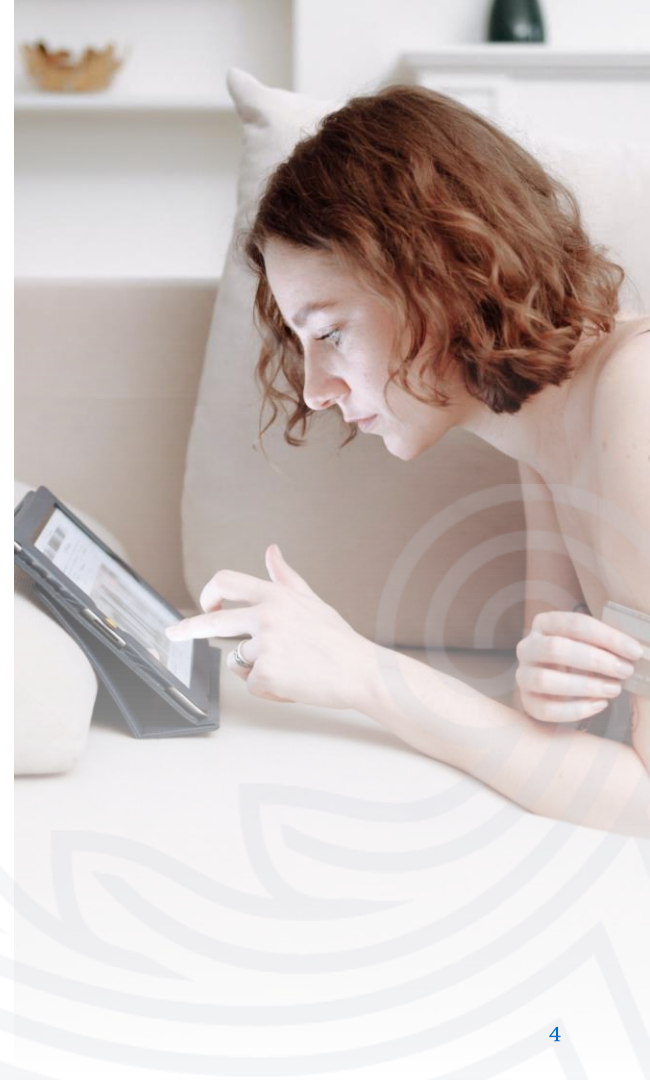


## Consumers

**69%** of credit card users agree they're more likely to make an online purchase if their preferred payment method is accepted on the website or mobile app.<sup>2</sup>

Displaying the right digital signage to a loyal audience solidifies your customer relationship. When they see that familiar American Express blue box—their preferred payment method—Card Members feel included and validated.

1. Source: American Express commissioned an online survey conducted by Morning Consult in June 2021 based on respondents in the U.S. who reported that they used an American Express, Visa, MasterCard, or Discover credit card product to make business purchases at least once per year. The trademarks used herein are the property of their respective owners.
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Make your customers feel welcome with American Express digital signage.

Choose the logos that work best for your business, then follow the tips in this guide on how to display them.



We have signage solutions for every application. Use them on your:

- Website footer
- Email campaigns
- Cart and checkout
- Mobile app
- Promotional pop-ups
- Email signature

# How-To: HTML Source Code

## FOLLOW THESE SIMPLE STEPS

1. Head to the [American Express Digital Supplies](#) site and navigate to the logo you want.
2. Copy the code snippet to your clipboard.
3. Go to your working HTML file in your editing application.
4. Locate the spot in your code file and paste in the copied snippet.
5. Save your HTML file.
6. QA and test the signage is previewing properly (as shown below).

## AVAILABLE LOGOS



## Good to know —→

Using an eCommerce platform like Shopify or Magento to host your shopping experience? All the large platforms have American Express logos pre-loaded into their checkout experiences. See the platform's own documentation on how to add logos to your checkout experience.

## Editing logo size

- All logo images are default coded as 50px in height, (including spacing) but can scale up
- The logo images are 280px high, so any change in height should never exceed this value
- The height and width values should always scale with each other, i.e., "width: 75px; height: 75px;" for square assets

Edit only these values, and always scale equally

```
<!-- Amex-->
<div id="amex-logo" style="width: 50px; height: 50px;">

</div>
<!-- Amex Logo-->
```

# How-To: Image Uploads

## FOLLOW THESE SIMPLE STEPS

1. Head to the [American Express Digital Supplies](#) site and navigate to the signage you want.
2. Click on “Download Digital Version.” An SVG and PNG file for each signage image is included for simple plug-and-play use.
3. Unzip the folder, then save the file to where you keep all your website images.
4. Resize as needed (do not modify the image in any other way). Note the file name as you will need it to update your site.
5. **In HTML editor:** Locate the placement of your current payment options and replace it with the new file name/path.  
**In CMS editor:** Upload the signage file to your media directory, then add the asset to an open image container on your page.
6. Save and close to see the signage on your site.
7. QA and test the chosen signage is previewing properly.

## Good to know →

Even when using a platform’s templates or a content management system (CMS), signage can easily be uploaded as an image into the media directory to add to your site. Use the CMS editor’s controls to resize the signage (not exceeding 280px in height).

Available signage includes:

- Checkout Logos
- Shop Small® Marketing Materials and Logos
- Contactless Toolkit
- B2B Website Pack
- Always Welcome Digital & Printable Toolkits
- Black Affinity Digital Toolkit
- Printable Signage for Your Store



# Thank You

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