

## OpenMarket Pre-Authorization API

The OpenMarket™ mobile transaction hub was built as a mobile billing system at its core. We specialize in processing your payments and reports accurately and on time, in order to maximize your program success, sales and revenue. Our goal is to provide solutions that can boost success rates and help you achieve a more profitable mobile business.

### IMPROVING BUSINESS INTELLIGENCE AROUND CUSTOMER ACQUISITION

Companies like yours have a huge opportunity to sell digital goods and services through the mobile channel. Unfortunately, today's market is defined by high transaction failure, escalating refund rates and mobile operator penalties. In addition, expensive customer acquisition costs and royalty payments, as well as fierce competition in the marketplace, are hindering your ability to secure customers and achieve a profitable business.

OpenMarket has developed the industry's first pre-authorization capabilities for higher transaction success rates and maximum profits. Our Pre-Authorization API is designed to provide you with a real-time look-up capability to better predict transaction processing success on mobile operator networks. The OpenMarket Pre-Authorization API returns an AuthScore™, which indicates the likelihood that a premium transaction will succeed for a mobile purchase transaction. The Pre-Authorization API also returns a FundsRetentionScore™ which indicates the likelihood a refund will occur if the transaction was submitted and payment was received by your company.

The OpenMarket Pre-Authorization API provides better visibility around the likelihood of successful premium transactions, which lets your company make better business decisions that affect your bottom line.

### KEY BENEFITS

- Drive profitability by reducing acquisition costs and royalty payments on premium transactions that will likely fail
- Reduce refund rates and operator penalties
- Increase opportunities for operator incentives by identifying chargeback risks
- Optimize decision-making about whether or not to proceed with a purchase transaction *before* submitting it for processing
- Increase subscriber lifetime value as authorization rates improve
- Improve overall transaction processing success rates by 20-30%\* or more
- Decrease customer acquisition cost by 10-30%\* or more

(\*Estimates based on OpenMarket's customer testing and research)

### GET STARTED TODAY!

Are you looking for ways to boost sales and customer satisfaction? Start improving business now by using the OpenMarket Pre-Authorization API for your premium mobile programs. Contact us at [www.openmarket.com](http://www.openmarket.com) or **+1.877.277.2801** and get started today!