**Partner Campaign Email Templates**

**Email 1 - Partnership Announcement**

**Subject Line: New Partnership to Reduce Credit Card Fees**

Hi {{prospect\_firstname}},

{{Company-Name}} is excited to partner with InterPayments! InterPayments delivers best-in-class technology solutions to help customers recover credit card fees.

InterPayments is rethinking the phrase: “Credit card fees are a cost of doing business.”

In today’s digitizing world, credit card usage is rising quickly and those fees are shrinking your margins. Surcharging is one proven way many merchants are improving their margins. InterPayments allows you to surcharge how you want with your current payment providers.

How does it work? Your customer chooses their preferred payment option while you minimize your fees. As your customer enters their card number, InterPayments automatically calculates the compliant surcharge and immediately displays it at checkout. [InterPayments](https://interpayments.com/) works just like sales taxes, but with credit cards.

This one-minute video shows how InterPayments can recover credit card processing fees in a complaint and customer friendly way. [Watch Here!](https://vimeo.com/524466862/9a5a1736c2)

Contact us to learn more!

Best,

**Email 2**

**Subject Line: Re: New Partnership to Reduce Credit Card Fees**

Hi {{prospect\_firstname}},

For too long credit card processing fees have been thought of as ‘just the cost of doing business’. But, in reality credit card fees are likely having a negative impact on your bottom line. Now more than ever, finance professionals are seeking creative ways to reduce costs and recover expenses.

Through [InterPayments](https://interpayments.com/), we are able to offer an integrated surcharging technology that works seamlessly with your current payments stack. Surcharging allows you to offer credit card payment options while eliminating the cost of credit card transaction fees.

Check out this [B2B One Pager](https://go.interpayments.com/rs/128-HXY-091/images/InterPayments%20-%20B2B%20One%20Pager%20%28April%202021%29.pdf) to learn how you can improve your profit margins by 5 - 15%, with no impact to your customer’s experience or payments infrastructure.

Contact us to learn more!

Best,

**Email 3**

**Subject Line: Re: New Partnership to Reduce Credit Card Fees**

{{prospect\_firstname}},

Companies like {{Company\_Name}} are losing up to 25% of their pretax profit due to credit card transaction fees.

In the post-pandemic world, the [Wall Street Journal](https://www.wsj.com/articles/the-credit-card-fees-merchants-hate-banks-love-and-consumers-pay-11592731800W) has indicated card payments and fees are likely to grow at a rapid rate. U.S. card usage increased by 70% from 2012 to 2019 and American businesses paid over 200% - or $28 billion - more in credit card fees as a result.

Check out this [B2B One Pager](https://go.interpayments.com/rs/128-HXY-091/images/InterPayments%20-%20B2B%20One%20Pager%20%28April%202021%29.pdf) on how [InterPayments](https://interpayments.com/) can enable you to improve your profit margins by 5 - 15%, without impacting your customer’s experience.

Contact us today to learn more!

Best,