

# Enhance Your Web and Social Media Sites with CareCredit's Easy-to-Use Online Advertising Toolkit

Each month more than 1 million unique visitors go to CareCredit's website for information\*, including those looking for a provider in their community who accepts the CareCredit credit card. In fact, CareCredit's online Provider Locator is searched up to 560,000 times each month.

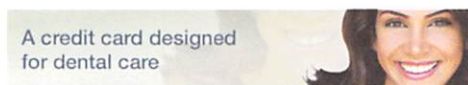
Want to make sure new and existing patients know you accept CareCredit as a financing option? Then tap into a suite of pre-built and pre-coded digital assets to help you enhance your online presence.

## Connect with Patients Online



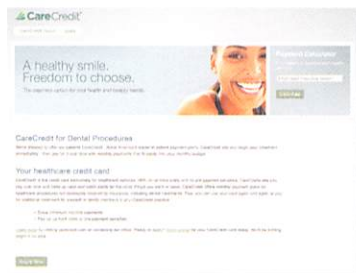
### Custom Apply Link

Add the Custom Apply Link and your patients can privately complete a CareCredit application online. Your Merchant ID# is embedded in the application so you can see who has applied for CareCredit from your site.



### Banners and Buttons

Let visitors know you are committed to helping them get the care they need by placing banners and buttons on your homepage and throughout your site.



### CareCredit Webpage

Add a financing tab to your homepage and a page detailing the benefits of the CareCredit credit card.

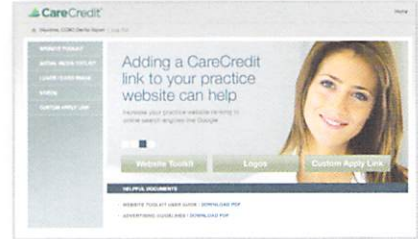
▶ To access CareCredit's online Advertising Toolkit and view the new patient video, log in at : [www.carecredit.com/advertisingtoolkit](http://www.carecredit.com/advertisingtoolkit) and click on *Ad Toolkit*.



# How Can We Help You?

## Update your website with a CareCredit Custom Apply Link with help from the Advertising Toolkit

Log onto [www.carecredit.com/pro](http://www.carecredit.com/pro), select *Provider Resources*, then select *Provider Tools* and then select *Advertising Toolkit*.



## Learn why Branding Your Practice is Essential

Contact your Practice Development Team for your **FREE** copy of *Making the Best First Impression: Why Branding the Dental Practice Website is Essential for Continued Success* by Naomi Cooper, Chief Marketing Consultant, Pride Institute.



Connect with a member of your Practice Development Team in **TWO** easy ways:



**Call 800-859-9975, option 1, then 6, or**



**Fax this completed form to 866-617-6955**

Name \_\_\_\_\_

Practice Name \_\_\_\_\_

Phone Number \_\_\_\_\_ ZIP \_\_\_\_\_

Merchant ID \_\_\_\_\_

By providing this information, you agree to be contacted by CareCredit/Synchrony Financial (formerly GE Capital Retail Finance). STAU21114DD