**Amazon Launches Scan My Card**

*Amazon customers can now securely add a credit card to their account in less than a second.*

SEATTLE – June 30, 2014 – Today Amazon (NASDAQ: AMZN) introduced Scan My Credit Card, a new feature in the Amazon App, which enables customers to add a credit card to their Amazon account by using their mobile device’s camera. Amazon customers can now add a credit card to their account in less than a second.

It can be cumbersome to manually enter a 16-digit credit card number using a mobile phone, and correcting the errors can be equally frustrating. Before, adding a card took over 60 seconds when typed correctly. With Scan My Card it now takes less than one second. Scan My Card also prevents any mistakes when a customer manually enters the card number.

Amazon ensures that scanning the card using the camera is completely secure. “Customer trust and information security are our highest priorities,” says Jason Patrao, Sr. Manager of Checkout. “The card image is not saved anywhere. In fact, the image of the card is never transferred across any cellular or wireless network.”

Customers can add a credit or debit card while checking out with their order or by visiting the *Your Account* section of the app and clicking on the “scan your card” option. Once activated, the device’s camera brings up a card-shaped target on the screen. After aligning the front of the card with the target, Amazon’s app automatically detects the card, reads the card number and expiration date, and adds the information directly into the checkout page.

“Each month more and more customers use mobile technologies to shop at Amazon on our apps, and we are constantly innovating to make this experience easier and less frustrating,” says Paul Cousineau, Director of Mobile. “This new feature is a step towards that goal by simplifying the checkout and account management processes for our app customers.”

Cindy Sattler, an Amazon Prime customer, said, “This is very convenient. Yesterday, was buying a present for my daughter during my bus ride to work. I needed to use a different credit card and was able to quickly scan my card - no problems.”

To get started, go to the Your Account area in the Amazon mobile app and select “Add a new payment method” or while you are placing an order select “Add a new payment method” during the checkout process.

**Customer FAQ:**

**Q1: Which credit and debit cards are supported by Scan My Card?**

Scan My Card currently supports all Visa, MasterCard, American Express, JCB, Discover, and Diners Club credit and debit cards that have the card number printed horizontally on the front of the card.

**Q2: Where can I scan credit and debit cards from?**

You can scan your credit and debit cards in the “Add a new payment method” area during the checkout process on the Amazon Mobile apps. In the future, you will be able to scan credit and debit cards in the Your Account area of the mobile apps.

**Q3: Do you store an image of my credit card during the scanning process?**

Scan My Card uses image recognition in order to read the card number and expiration date on the card information, but once we have read the card numbers we do not store the image. In addition, at any point during the scanning process you can tap Cancel and stop the process of card scanning. This cancellation deletes both the card image and the card numbers.

***[NOTE: There are many more FAQs in the actually doc – this is just a sample]***

**Stakeholder FAQs:**

**Q1: What are the project goals and success metrics for the project?**

The goals of this project are to make it easier for customers to complete a transaction on the mobile apps for phone and tablets. Success will be measured by 1) the % of credit/debit card additions that are made using the card scanning feature, 2) the average amount of time that it takes to successfully add a new card, and 3) the accuracy of credit card scans.

**Q2: Will you be able to track conversion rate increases resulting from credit card scanning?**

We do not have accurate baseline measures for conversion rate or checkout abandonment. As a result, we will not be able to determine the lift in conversion rate from the credit card scanning feature. For the same reason, we will most likely not reach significance during the weblab dial-up so will use the success metrics above to determine whether to dial-up to 100%.

**Q3: How many credit cards are added during the checkout process?**

Customers currently add 35K credit and debit cards daily world wide and 27K daily in the US through the mobile checkout process. There is no ability to add a credit card in the Your Account section although that will be added in Q3 2014.

***[NOTE: There are many more FAQs in the actually doc – this is just a sample]***

**Visuals:**

A screenshot of a credit card

Description automatically generated A credit card with a world map on it

Description automatically generated