



# AN 7110 Introducing New Merchant Advice Codes for Consumer Non-Reloadable Prepaid Products and Single-Use Virtual Card Numbers

**Type:**

Switching release announcement

**Audience:**

Acquirer  
Issuer  
Processor  
Network enablement partner

**Region:**

Global

**Brand:**

Mastercard®  
Debit Mastercard®

**Release:**

23.Q4

**Action indicator:**

Network mandate: acquirer, issuer  
Testing recommended: acquirer, issuer

**System:**

Authorization  
Single Message System

**Published:**

6 June 2023

**Effective:**

7 November 2023

## Executive overview

Mastercard is introducing new merchant advice codes (MACs) values for use in authorization responses associated with consumer non-reloadable prepaid products and consumer single-use virtual card numbers (VCNs).

## Effective date details

Date	Details
7 November 2023	Dual Message System (Authorization)
	Single Message System

## Customer benefit

Issuers will have:

- Lower operational costs associated with merchants resubmitting unnecessary authorizations.
- Improved ability to optimize approval rate performance, manage product offerings, and enhance consumers' digital shopping experiences.

Acquirers will have:

- The ability to optimize approval rate performance.
- Lower operational costs associated with submitting unnecessary authorization requests.
- Improved management of subscription services.
  - Gives merchants that accept non-reloadable prepaid and single-use VCN cards the opportunity to inform their customers using these products for ongoing purchases that a replacement payment source should be added to ensure uninterrupted service.

## What Mastercard is doing

Mastercard is introducing new MAC values for issuers to use in authorization responses indicating when consumer non-reloadable prepaid cards and single-use VCNs are recognized to:

- Enable better tracking and monitoring.
- Improve customer, cardholder, and merchant experience.
- Improve card-not-present (CNP) authorization approval rates.

## Background

Programs offering consumer non-reloadable prepaid products and single-use virtual accounts have been identified as significant contributing factors for lower CNP transaction approval rates, especially in cases of recurring payments. Mastercard will introduce new MAC values to help acquirers, issuers, and merchants improve management of these products for CNP transactions.

Issuers managing these product types will be required to populate these values when responding to CNP authorization requests in order to help enable more efficient transaction processing and enhanced approval rates.

## Version history

Each customer must determine the impact on its operations.

Date	Description of change
6 June 2023	Added Other media to Related documentation
18 April 2023	Initial publication date

## Customer impact

This section provides high-level information about customer impact. Refer to the Enhancements section for more details.

### Network mandate: acquirer, issuer

Acquirers globally must be prepared to recognize and receive these new values in the MAC field and forward them to the merchant.

Acquirers and merchants must ensure the new values in Data Element (DE) 48 (Additional Data: Private Use), subelement 84 (Merchant Advice Code) for Authorization and DE 48 (Additional Data), Subelement 84 (Merchant Advice Code) for Single Message System can be read and used to support processing.

Acquirers, where appropriate, must also provide the new merchant advice code, or the acquirer's proprietary equivalent information, to the merchant for merchant use.

Issuers globally managing these product types will be required to populate these values when responding to CNP authorization requests and must prepare their systems to support the use of these new values in the MAC field.

### Testing recommended: acquirer, issuer

Mastercard recommends testing for acquirers and issuers to support this release announcement.

### Transaction message flow impact

The manner in which a customer is connected to Mastercard determines the group of message flows that apply and the transaction message types they send or receive within that group. Customers can interface to the Mastercard Dual Message System, Single Message System, or both, as applicable. This announcement affects the message flows marked in the Transaction message flow impact table.

## Transaction message flow impact

Acquirer to Mastercard	Mastercard to issuer	Impacted
Dual Message System	Dual Message System	√
Dual Message System	Single Message System	√
Single Message System	Single Message System	√
Single Message System	Dual Message System	√

Examples of message types within the Dual Message System and Single Message System are:

- Authorization Request/0100 and First Presentment/1240 messages
- Financial Transaction Request/0200 and Financial Transaction Advice/0220 messages

## Enhancements

Mastercard will introduce changes to support this announcement.

### Dual Message System (Authorization)

Mastercard will designate two new values for issuer use in DE 48, subelement 84:

- 40 when the issuer recognizes the product as a consumer non-reloadable prepaid card.
- 41 when the issuer recognizes the product as a consumer single-use virtual card number.

### Single Message System

Mastercard will designate two new values for issuer use in DE 48, subelement 84:

- 40 when the issuer recognizes the product as a consumer non-reloadable prepaid card.
- 41 when the issuer recognizes the product as a consumer single-use virtual card number.

## Related documentation

Information relevant to this release announcement can be found in the documents available on Mastercard Connect™. Mastercard updates manuals with necessary changes after release implementation. Depending on timing, information provided in this release announcement may not be reflected in a manual until it is updated.

### Reference manuals

For information about the current state of Mastercard processing refer to the:

- *Authorization Manual*
- *Customer Interface Specification*
- *Single Message System Specifications*

### Other media

Statements made in videos presented at the Customer Technical Conference are current when the video was recorded. Videos are currently available only for those announcements presented at the Customer Technical Conference. Mastercard may update announcements without updating the corresponding video. Refer to the most recent version of the announcement for the most up-to-date information.

## Platform impact

The Platform impact table lists the impact of this announcement. For items that are marked √ (Yes), details are available in the corresponding topics.

### Platform impact

Topic	Dual Message System (Authorization)	Dual Message System (Clearing)	Single Message System
Message flows			
Message layouts			
Data element definitions	√		√
IPM MPE			
Interchange			
CAB programs, descriptions, and associated MCCs			
Edits			
Error numbers			
Alternate processing			
Interchange compliance			
Pricing and fees			
Reports			
Bulk files			
Forms			
Quarterly Mastercard reporting			
Transaction Investigator			
SAFE			
Single Message Transaction Manager			
250-byte Batch Data File			
80-byte Financial Institution Table File			

## Authorization

Mastercard will introduce changes to the Authorization Platform to support this announcement.

## CIS data element definitions

Mastercard will update this data element to support this announcement.

### DE48 (Additional Data: Private Use)

DE 48 (Additional Data: Private Use) is reserved for private organizations to define data unique to specific networks or specific programs and services.

DE 48 provides other supplemental data in a message when a specific ISO-designated data element is not available. It is a free-format, variable-length data element that may be used for multiple purposes.

Subelement 84 (Merchant Advice Code)

DE 48, subelement 84 (Merchant Advice Code) contains the merchant advice code.

### Values

Mastercard will add these values to subelement 84.

Value		Description
40	=	Consumer non-reloadable prepaid card
41	=	Consumer single-use virtual card number

## Single Message System

Mastercard will introduce changes to the Single Message System to support this announcement.

### DE 48 (Additional Data)

DE 48 (Additional Data) is reserved for use based on product type.

### Subelement 84 (Merchant Advice Code)

Contains a merchant advice code to enable issuers to advise merchants of cardholder account status, or of system status.

### Values

Mastercard will add these values to subelement 84.

Value		Description
40	=	Consumer non-reloadable prepaid card
41	=	Consumer single-use virtual card number