



Mastercard for Small Business

Upcoming changes to core value
proposition benefits

August 2023 | US



Mastercard Small Business Card Benefits Updates

Bulletin announcement (AN 7553) was released on **April 4, 2023**, announcing the update of McAfee and the removal of Salesforce Essentials



Offer Optimization for all Mastercard Small Business cardholders (credit, debit, and prepaid)

- *Old offer: 30-day free trial and 1-year subscription to McAfee Total Protection for 10 devices at \$34.50. 1-year complimentary subscription to Tech Mate also included*
- **New offer:** 13-month subscription to McAfee Total Protection for 10 devices at \$34.50. 13-month complimentary subscription to Tech Mate also included

Effective Date

May 1, 2023



Offer Removal for all Mastercard Small Business cardholders (credit, debit, and prepaid)

- Offer: Manage sales and customer support in a single app for \$9.99/user/month. *New Salesforce Essentials customers only. Requires annual subscription, offer applies only to 1st year of subscription.*
- Cardholders will be able to take advantage of the offer for the first annual term, by enrolling before August 15, 2023.

Effective Date

August 15, 2023



We have optimized our credit and debit value propositions to drive incremental value and cardholder engagement



Indicates a new benefit

	STANDARD	WORLD ELITE
Safety & Security	<ul style="list-style-type: none"> Enhanced ID Theft Protection 	<ul style="list-style-type: none"> Enhanced ID Theft Protection
Operational Efficiency	<ul style="list-style-type: none"> Mobile Receipt Management Easy Savings Mastercard Biz 	<ul style="list-style-type: none"> Mobile Receipt Management Easy Savings Mastercard Biz Business Assistant*
Ease of Travel	<ul style="list-style-type: none"> Mastercard Global Services MasterRental Insurance Mastercard Golf 	<ul style="list-style-type: none"> Mastercard Global Services MasterRental Insurance Mastercard Golf Travel & Lifestyle Services Mastercard Travel Rewards*

Monitor high-risk small business transactions

Always-on, digitally enabled and accessed benefits

Positive cardholder behavior/card on file

Alignment with recognizable brands in small business space

Best-in-class rebate program to drive spend

*Only available on World Elite credit

SMALL BUSINESS CARDS CURRENT OVERVIEW

Mastercard has sourced an exclusive set of features and benefits across all card types that are designed to give every business the tools they need to succeed.














1. Certain terms, conditions and exclusions apply. Cardholders need to register for this service. This service is provided by Inis® Powered by Generali. Please see your guide to benefits for details or call 1-800-MASTERCARD.
2. Benefits are subject to terms, conditions and limitations, including limitations on the amount of coverage. Coverage is provided by New Hampshire Insurance Company, an AIG Company. Benefit provides secondary coverage only. Mastercard is not a provider or broker of insurance and does not act as a third-party adjuster, claims assessor or as an agent for the underwriter or any other party.
3. Refer to the MTLs document for the full list of services under MTLs.
4. World Elite Credit Issuers are automatically enrolled in Mastercard Travel Rewards. To opt-out, please contact your account manager.

	World Elite		Standard		Prepaid
	Credit	Debit	Credit	Debit	
Peace of mind					
McAfee	√	√	√	√	√
Mastercard ID Theft Protection ¹	√	√	√	√	√
Zero Liability	√	√	√	√	√
Operational Efficiency					
Uber Freight, Uber for Business	√	√	√	√	-
Stride	√	√	√	√	√
Adobe	√	√	√	√	-
Intuit TurboTax, QuickBooks, QuickBooks Payroll	√	√	√	√	√
Microsoft Advertising	√	√	√	√	√
Mastercard Receipt Management	√	√	√	√	√
Zoho Social	-	-	√	√	√
Zoho Marketing Plus	√	√	-	-	-
Easy Savings	√	√	√	√	√
ShopRunner	√	√	-	-	-
Business Assistant	√	-	-	-	-
Enhanced Experiences					
Priority Pass	√	√	-	-	-
Mastercard Global Services	√	√	√	√	√
Priceless Experiences & Mastercard Golf	√	√	√	√	√
MasterRental Insurance ²	√	√	√	√	-
Mastercard Airport Concierge™	√	√	√	√	√
Mastercard Travel and Lifestyle Services ³	√	√	-	-	-
Mastercard Travel Rewards ⁴	√	-	-	-	-



Mastercard Small Business Cardholder Benefits | All Partner Offers

Partner	Offer Details
 Intuit TurboTax	Save \$10 off of TurboTax Deluxe and TurboTax Live Deluxe, \$15 off of TurboTax Premier and TurboTax Live Premier, \$20 off of TurboTax Self-Employed, TurboTax Live Self-Employed, TurboTax Business, and TurboTax Home and Business.
 Intuit QuickBooks & QuickBooks Payroll	Save 30% on QuickBooks Online, QuickBooks Self-Employed or QuickBooks Online Payroll for 12 months. Discounts are applicable for new QuickBooks Online customers only.
 Microsoft Advertising	Receive \$125 in advertising credit after spending only \$10 with Microsoft Advertising. New customers only.
 Zoho Social	50% off Zoho Social. This offer applies to new Zoho users only and is valid for a customer's first annual subscription (billed monthly or annually). The discount cannot be applied to subsequent renewals.
 Zoho Marketing Plus	50% off Marketing Plus. This offer applies to new Zoho users only and is valid for a customer's first annual subscription (billed monthly or annually). The discount cannot be applied to subsequent renewals.
 ShopRunner	Free ShopRunner membership, valued at \$79, which provides free 2-day shipping and free returns.
 Uber Freight	Earn up to \$1,000 in Uber Freight load credit with your Mastercard small business card. Ways to earn: 1) Acquisition Offer: \$500 off your first load. New customers only.; 2) Retention Offer: \$500 credit on future loads when a consumer spends at least \$5,000 spent in the first 90 days after paying for their first load.
 Uber for Business	Receive up to \$100 in Uber vouchers when you make qualified purchases with your Mastercard small business card. Ways to earn: 1) Acquisition Offer: Spend at least \$100 in the first 30 days and get a \$50 voucher for future Uber purchases. New customers only. 2) Retention Offer: Spend at least \$200 in the first 90 days and get a \$50 voucher for future Uber purchases.
 Adobe	Receive 2 complimentary months for (Standard) or 4 complimentary months (World Elite) on any annual, prepaid Adobe Creative Cloud for individuals (All Apps or Single App) subscription purchase on Adobe.com.
 Stride	Access and enroll in tens of thousands of health plans available on the Affordable Care Act marketplace, receive personalized plan recommendations, and get help checking eligibility for premium tax credits
 McAfee	13-month subscription to McAfee Total Protection for 10 devices at \$34.50. 13-month complimentary subscription to Tech Mate also included

