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Category	Service	Description	Benefits
Marketing Solutions	*Perka*	Sophisticated mobile marketing tools made simple and accessible for SMBs, enabling them to offer customized rewards programs, send special offers directly to customers' mobile phones via the *Perka* app, identify the most devoted customers in-store, and deliver a special and personalized shopping experience.	• Professional-caliber, customizable marketing program at a lower cost than alternatives • Increase customer engagement and sales • Enable businesses to identify high-value customers and deliver personalized experiences or perks • Social media promotional features that can help reach new customers • Tools that enable businesses to market directly to customers' mobile phones, even when they are not in the store
Mobile Commerce Solutions	*Mobile Payments Acceptance*	Acceptance of contactless payments initiated from mobile phones, including Apple Pay. Available with *Clover*, traditional First Data terminals, and non-First Data hardware.	• Accept a wide range of payment methods preferred by customers • Increase transaction security and speed at the point of sale
	First Data Mobile Pay (Mobile Terminal Solutions)	Enables businesses to accept payment cards safely and reliably, anywhere and anytime, on mobile phones and tablets.	• Accept payments safely and simply outside of a fixed store location • Accept mobile payments with minimal up-front investment in equipment and technology • Simple, transparent pricing • View transactions and add or delete account users in real-time
	Digital Commerce	Enables petroleum and quick-service restaurant businesses to allow customers to pre-order food, activate a pump, or receive time-sensitive offers prior to reaching the point of sale.	• Increase customer loyalty and engagement • Increase efficiency and speed of business operations • Reach customers through a range of interaction channels

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