

Engage and empower consumers with personalized alerts and controls

MASTERCARD® CONSUMER CONTROLS



Consumers are leading more connected lives—with expectations to be digitally connected to their finances too. Mastercard Consumer Controls can help issuers deliver on these expectations by giving consumers greater control over how and when their account is being used.

Whether it's credit, debit, or prepaid, consumers are interested in account controls and alerts. With Consumer Controls, issuers can engage and empower cardholders with easy-to-use tools—helping them to manage spend and prevent fraud simply from their mobile/web device.

Alerts

Consumers can:

- Receive personalized real-time alerts about account activity, according to their preferences
- Easily turn their account On/Off

Controls

Consumers have all the features of Alerts plus they can:

- Set a wider variety of personalized transaction alerts
- Specify spending controls to determine exactly where, when and how an account is used (e.g., amount, channel, cross-border, etc.)
- Improve security of purchases with controls extended to tokens on devices and wallets

Consumers enabled for Consumer Controls spend up to 29% more.¹

Benefits

By giving consumers greater control over how and when their account is used, issuers can:

- Increase engagement and revenue by meeting consumers' need for account controls and real-time alerts
- Increase consumer engagement, loyalty, and reduce attrition with user-defined safety and security tools
- Decrease fraud and customer servicing costs

9 out of 10 consumers surveyed believe issuers should offer consumer alerts²

For more information, please contact your Mastercard Representative.