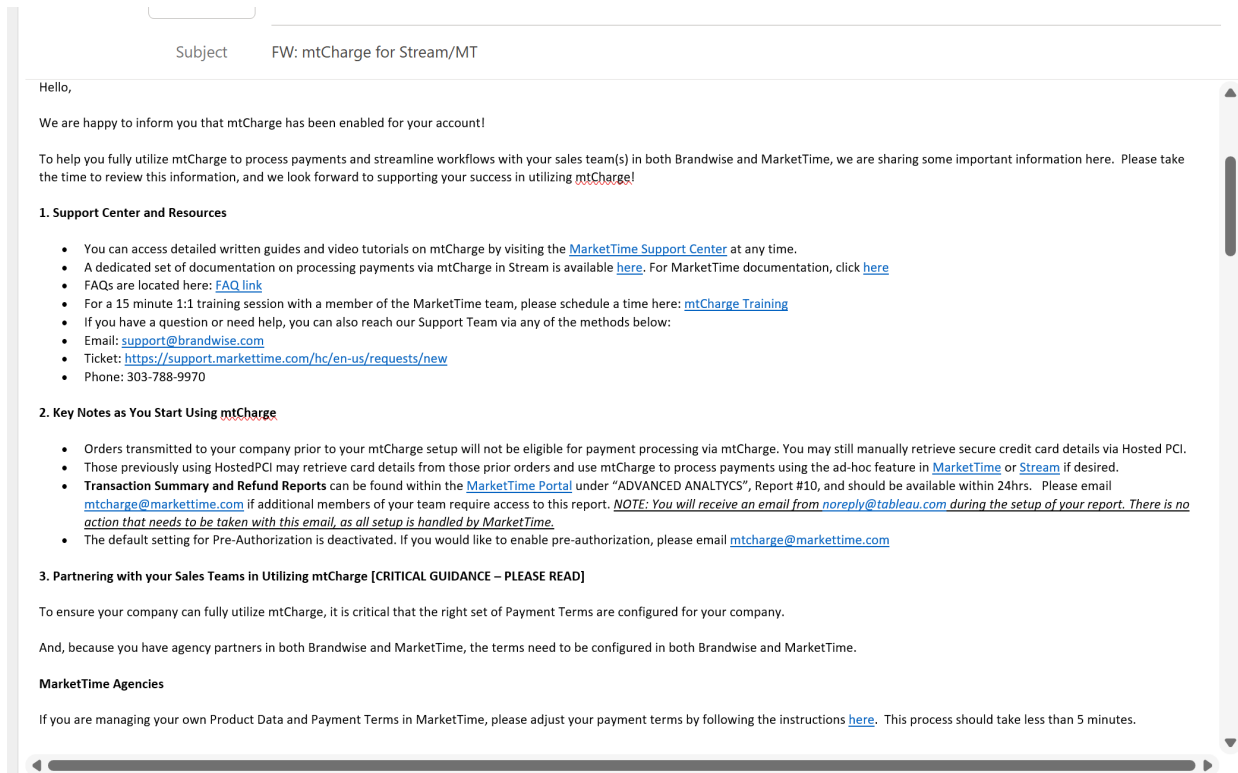


# mtCharge Registration Process

## Q: How does the mtCharge registration process work for a Brand?

A:

1. The Brand speaks with MarketTime's Sales or Payment Services team and chooses mtCharge as their payment processing method.
2. The Brand signs a contract formalizing that decision (mtCharge has no setup costs or monthly costs; only a transaction fee for each successfully completed transaction).
3. If the Brand does not yet have a MarketTime account, they are asked to set one up, and provided guidance on how to do so.
4. The Brand is sent this [link](#) to establish their mtCharge account with our financial partner, Balance Payments. This includes providing their banking information so that funds are deposited into their account after they execute charges using mtCharge.
5. The Brand then receives an email from MarketTime that looks like this:



**Note:** there are slightly different versions of this email, depending on if the Brand is going to be using mtCharge in MarketTime or in Stream. The email provides guidance on how the Brand can get the most out of mtCharge, as well as a link to schedule a 1:1 training if they want to.

Importantly, it also contains a templated email that the Brand is asked to use in communicating their move onto mtCharge to their agency(ies), with the request to adjust their payment terms appropriately. This is a key step in ensuring that the right terms are setup to match a Brand's preferences, particularly given how many Brands an Agency manages the payment terms on behalf of.