

# Account Updater

It costs seven times more to get a new customer than to keep a current one.<sup>1</sup> So every time you find a way to better service your customers, you win. That's why we've built Account Updater. It's a simple way to keep your customers' card-on-file information updated to help ensure you keep getting paid—and your customers keep receiving services.



## Automatic updates

**Automatic, monthly cardholder updates** mean more authorization approvals on your Customer Information Manager (CIM) profiles and Automated Recurring Billing (ARB) subscriptions, helping to avoid declines and unnecessary payment interruptions.

## Happy customers

**Happy customers improve customer retention and loyalty (and sales).** No payment disruptions or manual updates help to reduce customer friction and the chances of cancellations or non-payment.

## Reduced costs

**Reduce the costs associated with individually contacting customers to obtain their updated information.** Your time is better spent focusing on building your business, rather than contacting individual customers to update their information.

## Easy reports

**Easy-to-read reports** summarize which customer cards were updated and why, the type of card, and whether the account was closed. For your convenience, you can view these reports in the Merchant Interface or using the API.

## No update. No charge.

**You only pay per update.** On average, about 15% of cards update in the first month using Account Updater, with only 3-5% each month thereafter.<sup>2</sup> But in the long run, at only \$0.25 per update, your savings should far outweigh the costs.

"The account updater is like the game-changer for Dollar for Portland. We would have people that would sign up and then their card would get lost or stolen or expired and then we'd never hear from them again."

—Jared Walker, Dollar for Portland, Authorize.net Customer

1. <http://marketeer.kapost.com/customer-acquisition-versus-customer-retention/>

2. Authorize.net and CyberSource production payment data from 2019 demonstrates an average ongoing monthly update rate of 3-5%.

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## How much does it cost and how am I billed?

\$.25 per successful updated response

- **NAN:** New Account Number
- **NED:** New Expiration Date
- **CCH:** Contact Card Holder
- **ACL:** Account Closed

## How often is Account Updater run?

The Account Updater service starts on the 14th (12:00 AM UTC) of every month, then runs in batches to obtain all of the necessary updates. Depending on the total monthly volume of eligible updates, it can take up to the end of the month for all account updates to complete. If you are signing up for Account Updater for the first time (or have previously disabled and are now re-enabling the service), you will get updates for that current month if you enable it before the 13th. If you enable it after the 13th, you will not see any updates for the current month, but will start seeing updates the following month.

Reports for Account Updater will be available the following month (ex: June's update report will be available in July).

## Do I get charged for every credit card on file?

You only get charged when a card has a successful updated response.

## What card brands does it update?

Currently Visa and Mastercard™

## Can I select which profiles/subscriptions to submit to the Account Updater service?

No. Account Updater collects all of your stored Visa and MasterCard numbers each month for submission to the Account Updater network. However, if there is no update required on a card, you will not see a charge. Only cards that are updated are charged the Account Updater fee.

## How do you turn on Account Updater?

If you're already using Customer Information Manager (CIM) or Automated Recurring Billing (ARB), simply opt in under Account Settings to add Account Updater.

## Is there reporting available via API?

We have two API calls that can be used for pulling reports for Account Updater.

### **getAUJobSummary**

Summary of Account Updater batch jobs by month. Example and details can be found on our [developer center](#).

### **GetAUJobDetails**

Account Updater batch job details by month. Example and details can be found on our [developer center](#).