

Understanding Marketing Capital Pricing

This article details all aspects of Marketing Capital pricing, for a list of preferred partners, [click here](#).

Your advance is calculated with a 12% fee upon issue, making your total payment amount the advance amount + 12%. All eligible marketing spend through your advance will receive a 6% discount credit, making the effective fee of marketing spend 6%. Before spending, please note what is considered qualified marketing spend to ensure you are able to best use your funding.

How does Clearco pricing work?

Clearco uses powerful predictive models that look at your revenue, ad performance, and other third-party data to generate funding offers. When you receive your advance you will also agree upon a repayment percentage. This is the percentage of daily revenue that will be debited daily in order to pay for your advance. It will continue to run until your advance & fee are fully paid off. Your advance is calculated with a 12% fee upon issue, making your total payment amount the advance amount + 12%. All eligible marketing spend through your Clearco funding will receive a 6% discount credit, making the effective fee of marketing spend 6%.

What qualifies as marketing spend?

Please reference the following criteria to understand what type of spend will qualify for a 6% discount credit.

What will qualify for marketing spend discount credit?

- Digital Ads Agency
- Performance Marketing Agency (anything that optimizes the business's digital presence/ability to reach consumers to drive sales)
- SEO Marketing Agency
- Creative Marketing Agency
- PR Agency
- Customer Review Platforms (e.g. trustpilot)
- Influencer Marketing Agency
- Independent Freelancers/Contractors for the services mentioned above

What will not qualify for marketing spend discount credit?

- Creative Branding
- Management/General Consulting
- Printing/Direct Mail
- Lead Generation
- Website Design and Development
- Sponsorships
- Trade Shows/Conventions

When using your Clearco card:

If you will be paying your vendor with your Clearco card, they must meet one of two criteria:

1. They have a Merchant Category Code of "7311 - Advertising Spend". Merchant Category Codes (MCC) are 4 digit numbers used by the payments industry worldwide to classify businesses by market segment. Clearco does not have control of Merchant Category Codes, please reach out to the merchant you would like to work with to determine what their MCC is to ensure they will qualify for the 6% rate.
2. They appear on [this list of Clearco's preferred pricing partners](#). If you spend with any vendor that is listed, you will receive an automatic 6% discount credit by the system any time you spend with that vendor using the card. Please note that this list gets updated regularly, as we continue to add new vendors that are eligible for automatic 6% discount credit in our system.

If you wish to spend with a vendor that is not already listed as an approved eligible vendor; however, the vendor meets the qualifying criteria for 6% spend (see ***“What qualifies as eligible marketing spend?”***), you may still be eligible to receive 6% discount credit on that spend. Please [contact us](#) to walk you through the approval process for new marketing vendors.

During the approval process for new marketing vendors, there is some information you can provide to help expedite the process. If you've already spent with the vendor, gather any vendor transaction information available to you. This mainly includes transaction descriptors which can be found on most invoices and bank statements. For example, Google Ad spend transaction descriptors often appear as GOOGLE*ADS#####. Preparing these details before contacting us may help us accelerate your request through the new marketing vendor approval process. If you can't find this information or don't have it available, contact support – we'll help you through the process!

When using the Pay a Vendor platform:

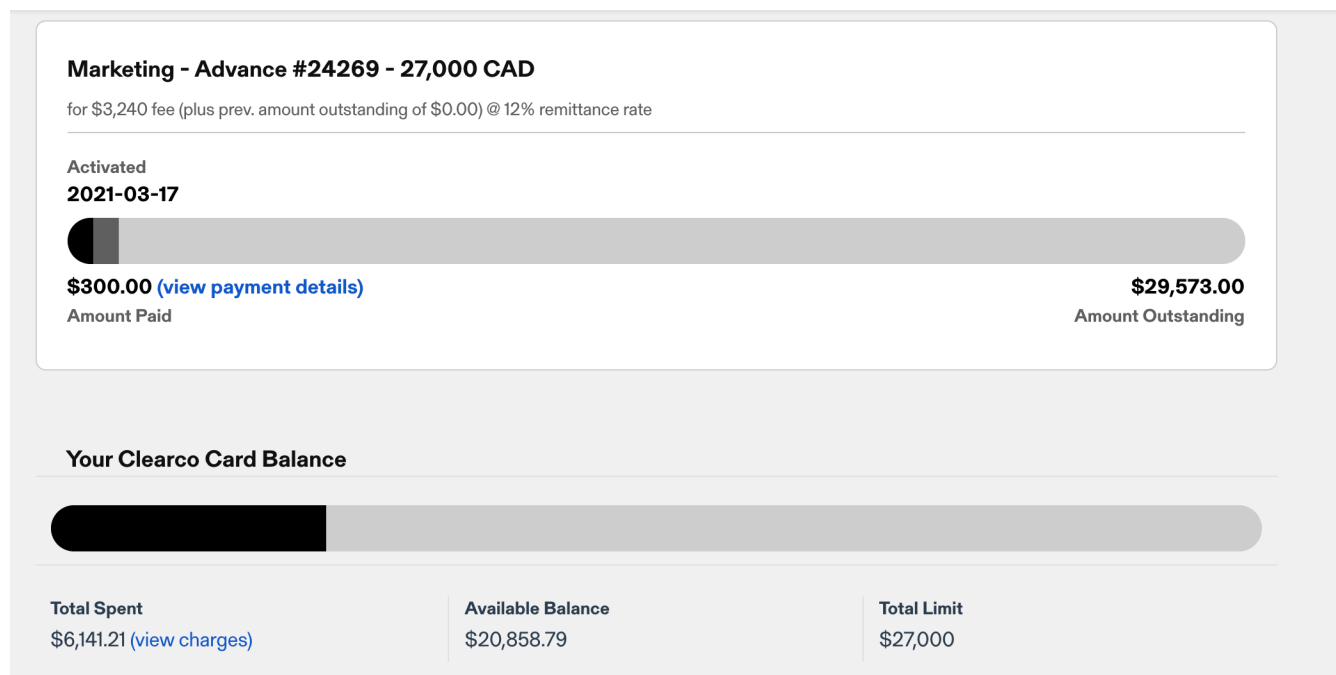
When adding a vendor, they will be considered marketing if you select any of the following Vendor Categories:

- FACEBOOK ADS
- GOOGLE ADS
- PINTEREST ADS
- AMAZON ADS
- TWITTER ADS
- LINKEDIN ADS
- MICROSOFT BING ADS
- REDDIT ADS
- SNAPCHAT ADS

If your vendor does not fall into the above categories, but does meet the above criteria, please select the category of "OTHER MARKETING". If the vendor is approved by our Payments Team, any wire payments made to that vendor after the approval will receive an automatic 6% discount credit by the system. More information about adding & paying a vendor [here](#).

How will I be able to see my balance owing?

On your Clearco Dashboard:



- **Fee** is always calculated at the 12% rate and is static, so it will be 12% of your total advance.
- **Discount Credit** represents the 6% fee for marketing spend. Since the fee remains static at 12% on this graphic, this depicts the amount removed from your remaining balance by using your advance for marketing spend or with our partners (aka the difference between the 12% fee the graphic is representing and what you actually end up paying Clearco)
- **Activated** is the date the current advance was issued.
- **Expected Settle** is the date that your advance will be paid off if your repayments and fees remain the exact same until then.
- **Amount Paid** is the amount you have repaid so far, also represented by the green bar.
- **Remaining Balance** is the amount left on your advance to pay back.
- **View Payment Details** allows you to view and export a detailed list of all the payments made toward your advance

When do I start making payments toward my Clearco advance?

After sign up, you can start spending your Clearco advance immediately in the form of a virtual visa card, or by submitting invoices in your Clearco dashboard. Your spending does not dictate the rate at which you make payments toward your Clearco advance. Payments begin 2 business days after sign up. When signing up for your advance you will agree upon a repayment rate, which is the percentage of your daily revenues that will be invoiced and debited from your bank account to pay for your Clearco advance. You will receive an invoice every weekday (with Friday, Saturday, and Sunday sales grouped on Monday's invoice) for the amount of repayment rate multiplied by your daily revenues across all sales channels and this will be debited from your bank account 2 days later. If you only work with an eCommerce channel that has a special schedule for payouts (Amazon, Google Play store) please let us know and we can adjust the invoicing frequency.