

# Make It Easier for People to Apply for the CareCredit Credit Card

Add a Custom Apply Link on your website so visitors can connect directly from your website to the CareCredit application, apply before their appointment and be confident they can access needed care.

Visitors can apply for financing directly, without having to choose a specialty or provider first (as they would via [www.carecredit.com](http://www.carecredit.com)). Your Merchant ID is embedded in the application so you can see who has applied for CareCredit from your site, has been approved and has available credit.



*Buttons with embedded Custom Apply Link  
(Buttons available on the Advertising Toolkit)*

*Application*



*Custom Apply Process*

## To Do:

1. Log in at [www.carecredit.com/advertisingtoolkit](http://www.carecredit.com/advertisingtoolkit) and click *View Advertising Toolkit*.
2. Click *Custom Apply Link*.
3. Enter your Merchant ID and ZIP code.
4. Enter your email address to have the Custom Apply Link emailed to you.
5. Click *Continue* and the custom link will be shown on screen.
6. Copy and save the file in a preferred location, then open the file.
7. Copy and paste the URL as is to the desired location on your webpage, such as a CareCredit *Apply Now* button.
8. Test the link. If you are asked to "Find a Doctor" after clicking the link, the Custom Apply Link is not properly implemented. Note: The URL is case sensitive.

For more information on the Advertising Toolkit, visit [www.carecredit.com/advertisingtoolkit](http://www.carecredit.com/advertisingtoolkit)