



# American Express® Maps FAQs

CLICK ON QUESTIONS BELOW TO SKIP TO THE ANSWER  
AND THE UP ARROW TO TRAVEL BACK TO THE TOP

## Section 1: American Express Maps

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What is American Express Maps?

What is the Shop Small® Map?

Is American Express Maps available outside the U.S.?

Are merchants in all categories or industries eligible?

What businesses are included on American Express Maps?

What businesses can appear on the Shop Small Map?

Why am I not seeing a particular business when I search for it on the Map?

How do you decide which businesses to show me?

Why do some businesses have TripAdvisor reviews and ratings while others do not?

I noticed on American Express Maps that some merchants are highlighted as American Express Card Member Favorites. What does this mean?

How do I remove my business from American Express Maps?

How do I add my business location(s) on the Map?

How do I edit my business information on the Map?

I tried searching for my business on the Map, however, it did not appear in the search results. Why would this be happening?



## Section 2: Shop Small Map and Small Business Resources

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What is the Shop Small Movement? What is Small Business Saturday®?

When is Small Business Saturday?

Is there any cost to my business to be a part of Shop Small or Small Business Saturday?

What Shop Small resources are available to my business and how can I get them?

What is a qualifying American Express Card-accepting small merchant?

I process American Express Cards solely through a third-party payments aggregator. Do I qualify?

My business was included on a previous version of the Shop Small Map or Online Directory. Am I still listed?

How do I update or add my business location(s) on the Shop Small Map so that my business can be recommended to Card Members?

I logged into my Merchant account, but some of my business locations are missing when I go to see my public information. How do I add my business location on the Shop Small Map or Online Directory?

I tried searching for my business on the Shop Small Map or Online Directory, but it did not appear in the search results. Why would this be happening, and what can I do?

My business has a physical location, but I also operate online. Can my business be included on both the Shop Small Map and the Online Directory?

I provide a service, such as personal fitness training, and I don't have a storefront or online store. Can I be included on the Shop Small Map or Online Directory?



## Section 2: Shop Small Map and Small Business Resources (Continued)

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Will updates to my public information change my billing or contact information that is on file with American Express or my third-party payment processor?

I can't log into my Merchant account because I don't have a Merchant Number or Access Code. Where can I find this information?

My small business does not currently accept American Express Cards. Where can I learn more about becoming an American Express Merchant?

My personal information is on the map. I don't think I'm a business. How did this happen and how can I get this removed?

What free marketing materials are available?

Why is American Express offering free marketing materials? Is there any cost to my business?

How do I create my personalized Shop Small marketing materials?

I have a question that isn't addressed by the FAQs on this page. Where can I go for help?

## Section 3: Card Member Offers

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General information about American Express Card Member Offers

# Section 1: American Express Maps

## What is American Express Maps?

American Express Maps displays qualifying American Express Card–accepting businesses with a physical business location for customers to easily locate. The Online Directory within American Express Maps lists qualifying businesses that only accept online transactions or those that do not have a physical business location.

When a business is on American Express Maps, customers can search for and see important information about the business, including business hours. The business may also be included in local recommendations that appear to Card Members on the Map, based on a Card Member’s history of purchases at similar businesses.

## What is the Shop Small® Map?

The Shop Small Map is a filtered experience within American Express Maps. The Shop Small Map only displays U.S. businesses that meet certain Shop Small eligibility criteria. These criteria are outlined in [FAQ 6](#). Note that businesses on the Shop Small Map also appear on American Express Maps.

## Is American Express Maps available outside the U.S.?

American Express Maps is available in countries across the world. Throughout the year, we will be adding in new countries so that you can explore more places that accept the American Express Card. For now, the Shop Small Map displays U.S. merchants only.

## Are merchants in all categories or industries eligible?

Currently, only merchants who qualify for the Shop Small Map and merchants in certain select industries, such as dining, shopping, entertainment, travel, services and business services, are eligible.

## What businesses are included on American Express Maps?

There are two ways that you can qualify to appear on American Express Maps. First, you can appear on American Express Maps if you qualify for the Shop Small Map. For Shop Small Map qualification criteria, please see [FAQ 6](#).

Second, you can appear on the American Express Maps (but not the Shop Small Map) if you satisfy the following criteria:

- You must be an American Express Card–accepting Merchant;
- You must do business in one of our selected industries of dining, lodging and office supplies;
- You must do business in one of our selected geographic areas.

## What businesses can appear on the Shop Small Map?

To appear on the Shop Small Map, Merchants must meet the following criteria:

- You must be an American Express Card–accepting Merchant;
- You must be located in the 50 United States, District of Columbia, American Samoa, Armed Forces Pacific, Federated States of Micronesia, Guam, Marshall Islands, Northern Mariana Islands, Palau, Puerto Rico, or the U.S. Virgin Islands. For brick-and-mortar businesses, this means that you must have at least one physical business location within these territories; for online-only businesses, this means that you must have a service area within these territories;
- You must have at least one but no more than 25 locations (for brick-and-mortar businesses) and meet certain American Express annual charge volume requirements;
- You must not be part of a franchise brand that has more than 250 stores; additionally, if a franchise brand has more than 25 corporate-owned stores, then the entire brand is excluded;
- Businesses in these industries are excluded: Government agencies, public administration, gas stations and businesses located on the same premises as a gas station, travel agencies, charities, non-profits, peer-to-peer payments, crowdfunding, trade associations, shopping property management companies, direct sellers and political organizations;
- In some cases, if you process American Express Card payments solely through a third-party processor (for example, those that offer the ability to accept credit cards through a card reader attached to a mobile device) or as part of an affiliate program, you may be

excluded from participating in the Shop Small Map depending on whether or not the third party provides sufficient data for American Express to determine if your business meets the foregoing qualifications.

### **Why am I not seeing a particular business when I search for it on the Map?**

There could be a few reasons why you are not seeing a business displayed on the map:

1. American Express Maps only returns 100 businesses for each search. Our system takes into consideration a proprietary mix of factors to filter to those 100.
2. Filtering by industry or entering more of the address information may return different search results.

### **How do you decide which businesses to show me?**

When you are logged in, the businesses you see on the Map are curated to help you explore new and relevant places near you. The more you use your Card, the more relevant those business suggestions will be.

### **Why do some businesses have TripAdvisor reviews and ratings while others do not?**

TripAdvisor reviews and ratings are displayed in cases where we have been able to link an American Express Merchant to a TripAdvisor listing.

### **I noticed on American Express Maps that some merchants are highlighted as American Express Card Member Favorites. What does this mean?**

The American Express Card Member Favorite program recognizes select merchants across the country where Card Members visit again and again. Today, the American Express Card Member Favorite program is limited to Shop Small

Merchants. However, we are working to expand this and will keep you informed on any changes to the program. To learn more about the Card Member Favorite program, please visit [here](#).



## How do I remove my business from American Express Maps?

The process to remove your business from American Express Maps is dependent on whether or not it appears on the Shop Small Map. You can confirm this by identifying whether or not the “Shop Small” logo is next to your business name on the Map.

If your business is identified on American Express Maps, but not on the Shop Small Map, you can contact your Client Manager to request removal from American Express Maps, or you may call the American Express Maps Servicing Center at 1-800-694-1222, available 9 am–6 pm ET, Monday through Friday.

Please note that updates to the Map are not immediate. In some circumstances, it may take up to three weeks or more for Amex to verify the requested change and for that change to be reflected in American Express Maps or Online Directory.

If you are on the Shop Small Map, you may remove yourself from American Express Maps by following these steps:

1. Log into your Merchant account [here](#).\*
2. Click on your business location.
3. Click the pencil icon in the pop-up window to edit your business location's public information.
4. Uncheck the checkbox to indicate that you do not want to get free exposure for your business by allowing your public business information to be seen on our Shop Small Map and other marketing channels.
5. Click the “Save Updates” button at the bottom of the pop-up window to save your updates.

Updates can take up to three days to be reflected on the Shop Small Map or Online Directory.

To learn more about the free benefits you receive as part of accepting American Express, please visit [AmericanExpress.com/Marketing](https://www.AmericanExpress.com/Marketing).

\*To register and log in to your Merchant account for the first time, you will need your Merchant Number or Merchant Access Code, a 10-digit number issued by American Express. If you've received an email from “American Express Merchant Services” regarding your business, you may be able to find this number in the top right corner of the communication.

If you are unable to find this number, unsure whether you have received a Merchant Number/Access Code, or can't recall your Merchant Number/Access Code, you can call our Shop Small servicing center at 1-800-235-8916. We are available from 9 am ET to 6 pm ET, Monday through Friday. You can also email us at [ShopSmallHelp@aexp.com](mailto:ShopSmallHelp@aexp.com).

### How do I add my business location(s) on the Map?

The process to add your business from American Express Maps is dependent on whether or not it appears on the Shop Small Map. You can confirm this by clicking "Filters" and verifying whether or not "Shop Small Map" is checked in the Feature section.

If your business is eligible to be on American Express Maps as outlined in [FAQ 5](#), but not on the Shop Small Map, you can contact your Client Manager to add your business location(s) to American Express Maps, or you may call the American Express Maps Servicing Center at 1-800-694-1222, available 9 am–6 pm ET, Monday through Friday.

Please note that updates to the Map are not immediate. In some circumstances, it may take up to three weeks or more for Amex to verify the requested change and for that change to be reflected in American Express Maps or Online Directory.

If you are eligible to appear on the Shop Small Map as outlined in [FAQ 6](#), you can add your business location on the Shop Small Map by following these steps:

- Log into your Merchant account [here](#).\*
- Click on your business location. A page will display your business location's public information as it will be seen on our Shop Small Map and in other marketing channels, provided you complete the steps that follow.
- Click the edit icon on the right side of the page to update your business location's public information.
- Make sure the checkbox is checked to indicate you want to get free exposure for your business by allowing your public business information to be seen on our Shop Small Map and other marketing channels.
- Click the "Save" button after making changes in each portion of your location details to save your updates.

Updates can take up to three days to be reflected on the Shop Small Map or Online Directory.

To learn more about the free benefits you receive as part of accepting American Express, please visit [AmericanExpress.com/Marketing](https://AmericanExpress.com/Marketing).



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### How do I edit my business information on the Map?

The process to edit your business information from American Express Maps is dependent on whether or not it appears on the Shop Small Map. You can confirm this by clicking "Filters" and verifying whether or not "Shop Small Map" is checked in the Feature section.

If your business is identified on American Express Maps, but not on the Shop Small Map, there are three ways to edit your business information:

1. You can request to update your information on the Map by following these steps:
  - Click on your business.
  - Click on "Edit Business Information" within the details panel, which will then display several options for you to submit your feedback.
  - Choose the option that best applies to the edit you would like to submit and follow the prompts.
2. Contact your Client Manager to edit your business information on American Express Maps.
3. Call the American Express Maps Servicing Center at 1-800-694-1222, available 9 am–6 pm ET, Monday through Friday.

Please note that updates to the Map are not immediate. In some circumstances, it may take up to three weeks or more for Amex to verify the requested change and for that change to be reflected in American Express Maps or Online Directory.

If your business appears on the Shop Small Map, you can add your business location on the Shop Small Map by following these steps:

- Log into your Merchant account [here](#).\*

- Click on your business location. A page will display your business location's public information as it will be seen on our Shop Small Map and in other marketing channels, provided you complete the steps that follow.
- Click the edit icon on the right side of the page to update your business location's public information.
- Make sure the checkbox is checked to indicate you want to get free exposure for your business by allowing your public business information to be seen on our Shop Small Map and other marketing channels.
- Click the "Save" button after making changes in each portion of your location details to save your updates.

Updates can take up to three days to be reflected on the Shop Small Map or Online Directory.

To learn more about the free benefits you receive as part of accepting American Express, please visit [AmericanExpress.com/Marketing](https://AmericanExpress.com/Marketing).

\*To register and log in to your Merchant account for the first time, you will need your Merchant Number or Merchant Access Code, a 10-digit number issued by American Express. If you've received an email from "American Express Merchant Services" regarding your business, you may be able to find this number in the top right corner of the communication. If you are unable to find this number, unsure whether you have received a Merchant Number/Access Code, or can't recall your Merchant Number/Access Code, you can call our Shop Small servicing center at 1-800-235-8916. We are available from 9 am ET to 6 pm ET, Monday through Friday. You can also email us at [ShopSmallHelp@aexp.com](mailto:ShopSmallHelp@aexp.com).

**I tried searching for my business on the Map, however, it did not appear in the search results. Why would this be happening?**

American Express Maps and the Shop Small Map features a list of American Express-accepting merchants based on certain qualifying criteria, set forth in [FAQ 5](#) and [FAQ 6](#).

Please note that, as American Express continuously updates the map list and criteria, you may appear on a future version of American Express Maps.

## Section 2: Shop Small Map and Small Business Resources

### What is the Shop Small Movement? What is Small Business Saturday®?

Shop Small is a nationwide movement to celebrate small businesses and to help communities thrive. As the founding partner, American Express has created Shop Small resources that can help your business stand out and reach and attract new customers throughout the year.

Founded by American Express in 2010, Small Business Saturday is the cornerstone of American Express's Shop Small efforts. While Small Business Saturday is highlighted as a special day when we can show our support as a nation for small business owners and our communities, the Shop Small Movement is a year-round campaign to celebrate and support small businesses every day.

### When is Small Business Saturday?

Small Business Saturday is celebrated every year on the Saturday after Thanksgiving. This year, Small Business Saturday is on November 24th, 2018. Mark your calendar! For more information about the day, go to [ShopSmall.com/About](http://ShopSmall.com/About).

### Is there any cost to my business to be a part of Shop Small or Small Business Saturday?

No. These resources and programs are fully funded by American Express and are provided to qualifying American Express Card-accepting Small Merchants at no additional cost. However, you may be responsible for the cost of printing certain marketing materials.

### What Shop Small resources are available to my business and how can I get them?

As a qualifying American Express Card-accepting Small Merchant, you could be

recommended to American Express Card Members for free. All you need to do is ensure your business is up to date and you could be promoted in our emails to Card Members, in their online accounts and within search results on the Shop Small Map or Online Directory. These local recommendations are based on how each Card Member spends.

To update your business information, follow these steps:

1. Log into your Merchant account [here](#).\*
2. Click on your business location.
3. Click the pencil icon in the pop-up window to edit your business location's public information.
4. Uncheck the checkbox to indicate that you do not want to get free exposure for your business by allowing your public business information to be seen on our Shop Small Map and other marketing channels.
5. Click the "Save Updates" button at the bottom of the pop-up window to save your updates.

Updates can take up to three days to be reflected on the Shop Small Map or Online Directory.

To learn more about the free benefits you receive as part of accepting American Express, please visit [AmericanExpress.com/Marketing](https://www.AmericanExpress.com/Marketing).

\*To register and log in to your Merchant account for the first time, you will need your Merchant Number or Merchant Access Code, a 10-digit number issued by American Express. If you've received an email from "American Express Merchant Services" regarding your business, you may be able to find this number in the top right corner of the communication. If you are unable to find this number, unsure whether you have received a Merchant Number/Access Code, or can't recall your Merchant Number/Access Code, you can call our Shop Small servicing center at 1-800-235-8916. We are available from 9 am ET to 6 pm ET, Monday through Friday. You can also email us at [ShopSmallHelp@aexp.com](mailto:ShopSmallHelp@aexp.com).

### What is a qualifying American Express Card-accepting small merchant?

To qualify for placement on the Shop Small Map or Online Directory, Merchants must meet the following qualification criteria.

- You must be an American Express Card-accepting Merchant;
- You must be located in the 50 United States, District of Columbia,

- American Samoa, Armed Forces Pacific, Federated States of Micronesia, Guam, Marshall Islands, Northern Mariana Islands, Palau, Puerto Rico, or the U.S. Virgin Islands. For brick-and-mortar businesses, this means that you must have at least one physical business location within these territories; for online-only businesses, this means that you must have a service area within these territories;
- You must have at least one but no more than 25 locations (for brick-and-mortar businesses) and meet certain American Express annual charge volume requirements;
- You must not be part of a franchise brand that has more than 250 stores; additionally, if a franchise brand has more than 25 corporate-owned stores, then the entire brand is excluded;
- Businesses in these industries are excluded: Government agencies, public administration, gas stations and businesses located on the same premises as a gas station, travel agencies, charities, non-profits, peer-to-peer payments, crowdfunding, trade associations, shopping property management companies, direct sellers and political organizations;
- In some cases, if you process American Express Card payments solely through a third-party processor (for example, those that offer the ability to accept credit cards through a card reader attached to a mobile device) or as part of an affiliate program, you may be excluded from participating in the Shop Small Map depending on whether or not the third party provides sufficient data for American Express to determine if your business meets the foregoing qualifications.

**I process American Express Cards solely through a third-party payments aggregator. Do I qualify?**

Possibly. Provided you meet all other eligibility criteria as outlined above, you may be eligible to appear on the Shop Small Map or Online Directory, provided that the aggregator provides sufficient data for American Express to determine whether your business meets the foregoing qualifications. To determine whether or not you are eligible, you can log in to the Merchant website or call us at 1-800-235-8916 between 9 am and 6 pm ET, Monday through Friday.

**My business was included on a previous version of the Shop Small Map or Online Directory. Am I still listed?**

Yes, probably. However, the qualification criteria for Shop Small may change from

time to time. If you are no longer listed, please review the current qualification criteria set forth in [FAQ 5](#) to see if your business location(s) still qualifies to be listed on the Shop Small Map or Online Directory.

If you are a qualifying American Express Card-accepting Small Merchant and you are not currently listed, you can include your business location(s) on the Shop Small Map or Online Directory by following these steps:

1. Log into your Merchant account [here](#).\*
2. Click on your business location.
3. Click the pencil icon in the pop-up window to edit your business location's public information.
4. Uncheck the checkbox to indicate that you do not want to get free exposure for your business by allowing your public business information to be seen on our Shop Small Map and other marketing channels.
5. Click the "Save Updates" button at the bottom of the pop-up window to save your updates.

Updates can take up to three days to be reflected on the Shop Small Map or Online Directory.

\*To register and log in to your Merchant account for the first time, you will need your Merchant Number or Merchant Access Code, a 10-digit number issued by American Express. If you've received an email from "American Express Merchant Services" regarding your business, you may be able to find this number in the top right corner of the communication. If you are unable to find this number, unsure whether you have received a Merchant Number/Access Code, or can't recall your Merchant Number/Access Code, you can call our Shop Small servicing center at 1-800-235-8916. We are available from 9 am ET to 6 pm ET, Monday through Friday. You can also email us at [ShopSmallHelp@aexp.com](mailto:ShopSmallHelp@aexp.com).

**How do I update or add my business location(s) on the Shop Small Map so that my business can be recommended to Card Members?**

To update your business location on the Shop Small Map:

1. Log into your Merchant account [here](#).\*
2. Click on your business location.
3. Click the pencil icon in the pop-up window to edit your business location's public information.
4. Uncheck the checkbox to indicate that you do not want to get

free exposure for your business by allowing your public business information to be seen on our Shop Small Map and other marketing channels.

5. Click the "Save Updates" button at the bottom of the pop-up window to save your updates.

Updates can take up to three days to be reflected on the Shop Small Map or Online Directory.

\*To register and log in to your Merchant account for the first time, you will need your Merchant Number or Merchant Access Code, a 10-digit number issued by American Express. If you've received an email from "American Express Merchant Services" regarding your business, you may be able to find this number in the top right corner of the communication. If you are unable to find this number, unsure whether you have received a Merchant Number/Access Code, or can't recall your Merchant Number/Access Code, you can call our Shop Small servicing center at 1-800-235-8916. We are available from 9 am ET to 6 pm ET, Monday through Friday. You can also email us at [ShopSmallHelp@aexp.com](mailto:ShopSmallHelp@aexp.com).

**I logged into my Merchant account, but some of my business locations are missing when I go to see my public information. How do I add my business location on the Shop Small Map or Online Directory?**

To update your profile to add any missing business locations to your public information, please follow these steps:

1. Log into your Merchant account [here](#).\*
2. Click on your business location.
3. Click the edit icon on the right side of the page to update your business location's public information.
4. Make sure the checkbox is checked to indicate you want to get free exposure for your business by allowing your public business information to be seen on our Shop Small Map and other marketing channels.
5. Click the "Save" button after making changes in each portion of your location details to save your updates.

Updates can take up to three days to be reflected on the Shop Small Map or Online Directory.

Please note that you will need your Merchant Number or Access Code for each

location you wish to add. If you have recently opened a new location, please keep in mind that it can take four to six weeks for the new location to appear.

To learn more about the free benefits you receive as part of accepting American Express, please visit [AmericanExpress.com/Marketing](https://AmericanExpress.com/Marketing).

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**I tried searching for my business on the Shop Small Map or Online Directory, but it did not appear in the search results. Why would this be happening, and what can I do?**

Your business may not appear in the search results for a few reasons:

1. Your business location(s) may not qualify. Please review the current qualification criteria set forth in [FAQ 5](#) to see if your business location qualifies to appear on the Shop Small Map or Online Directory.
2. Your business location(s) may qualify to appear, but you may need to indicate your preference for including your business location(s) on the Shop Small Map or Online Directory. To include a qualifying business location on the Map or directory, please follow these steps:
  1. Log into your Merchant account [here](#).\*
  2. Click on your business location. A page will display your business location's public information as it will be seen on our Shop Small Map and in other marketing channels, provided you complete the steps that follow.
  3. Click the edit icon on the right side of the page to update your business location's public information.
  4. Make sure the checkbox is checked to indicate you want to get free exposure for your business by allowing your public business information to be seen on our Shop Small Map and other marketing channels.



5. Click the “Save” button after making changes in each portion of your location details to save your updates.

Updates can take up to three days to be reflected on the Shop Small Map or Online Directory.

You may have previously removed your business from a Shop Small campaign. If so, your business location(s) will not appear on the Shop Small Map or Online Directory. You can opt back in to include your business location(s) on the Shop Small Map or Online Directory by checking the checkbox that allows us to include your public business information on the Shop Small Map or Online Directory and in other marketing channels, as outlined in steps 1–5 above. To learn more about the free benefits you receive as part of accepting American Express, please visit [AmericanExpress.com/Marketing](https://www.AmericanExpress.com/Marketing).

\*To register and log in to your Merchant account for the first time, you will need your Merchant Number or Merchant Access Code, a 10-digit number issued by American Express. If you’ve received an email from “American Express Merchant Services” regarding your business, you may be able to find this number in the top right corner of the communication. If you are unable to find this number, unsure whether you have received a Merchant Number/Access Code, or can’t recall your Merchant Number/Access Code, you can call our Shop Small servicing center at 1-800-235-8916. We are available from 9 am ET to 6 pm ET, Monday through Friday. You can also email us at [ShopSmallHelp@aexp.com](mailto:ShopSmallHelp@aexp.com).

#### **My business has a physical location, but I also operate online. Can my business be included on both the Shop Small Map and the Online Directory?**

It depends. Each location displayed on the Shop Small Map or Online Directory is tied to a unique Merchant Number/Access Code, so you can only indicate one listing preference per Merchant Number/Access Code. If you have separate Merchant Numbers/Access Codes for your physical store and your online business, you may include one on the Map and one on the Online Directory. However, if you use the same Merchant Number/Access Code for both parts of your business, you will need to choose to be listed either on the Shop Small Map or the Online Directory because you can’t be listed in both.

**I provide a service, such as personal fitness training, and I don't have a storefront or online store. Can I be included on the Shop Small Map or Online Directory?**

Yes! You can include your business on the Online Directory section of the Shop Small Map. This directory is for businesses that do not have a physical address for shoppers to visit. When confirming or adding your [business information](#), make sure you update your URL, and in the Servicing section, make sure the "This is not a location Card Members can visit" checkbox is checked.

**Will updates to my public information change my billing or contact information that is on file with American Express or my third-party payment processor?**

No. This process will only update your public information for use in Card Member account statements, Card Member recommendations, on the Shop Small Map, Online Directory, and in other marketing channels.

If you need to make changes to your Merchant account information that American Express or your third-party payment processor uses to manage your account, please call the number on your monthly statement. Likewise, if you update your billing or other account information, these changes will not automatically be made to your Shop Small Map or Online Directory listing.

**I can't log into my Merchant account because I don't have a Merchant Number or Access Code. Where can I find this information?**

To log in to the Merchant website and access the Shop Small marketing materials, you will need your Merchant Number or Access Code, a 10-digit number issued by American Express.

If you've received an email from "American Express Merchant Services" regarding your business, you may be able to find this number in the top right corner of the communication. If you are unable to find this number, unsure whether you have received a Merchant Number/Access Code, or can't recall your Merchant Number/Access Code, you can call our Shop Small servicing center at 1-800-235-8916. We are available from 9 am ET to 6 pm ET, Monday through Friday. You can also email us at [ShopSmallHelp@aexp.com](mailto:ShopSmallHelp@aexp.com).

## My small business does not currently accept American Express Cards. Where can I learn more about becoming an American Express Merchant?

Learn more about Card acceptance and rate options with our OptBlue® program. Visit [OptBlue.com](https://www.americanexpress.com/optblue) or call 1-800-480-1222.

## My personal information is on the map. I don't think I'm a business. How did this happen and how can I get this removed?

We can appreciate that you'd prefer to keep your home address and personal information private and we can help correct this situation. It is likely that your merchant service provider has enabled you to accept American Express Cards. All service providers send American Express information about their merchants, including business address and phone number. As part of our year-round efforts to promote small businesses to potential customers, we use this information to include merchants on the Shop Small Map to help customers find new places to shop. We apologize that this is information you did not want customers to see. Please know that we do try to prevent these situations by looking at certain indicators that help us determine if a business has a storefront or is online only. We are currently exploring additional processes to help prevent home addresses and personal information from appearing on the map.

Please follow the below steps to correct your information so it accurately reflects your storefront address if you have one, or you can appear on our Online Directory for businesses that do not have a storefront, or you can remove it altogether.

1. Log into your Merchant account [here](#).\*
2. Click on your location. A page will display your location's public information as it will be seen on our Shop Small Map and other marketing channels, provided you complete the steps that follow.
3. Click the edit icon on the right side of the page to update to reflect your business location's public information.
  - a. To keep your business information on the Shop Small Map or Online Directory: Make sure the checkbox is checked to indicate you want to get free exposure for your business by allowing your public business information to be seen on our Shop Small Map and other marketing channels.
  - b. To remove your information from the Shop Small Map or Online Directory: Uncheck the checkbox to indicate that you do not want to get free exposure for your business by allowing your

public business information to be seen on our Shop Small Map and in other marketing channels. Please note that by unchecking this checkbox, you will not be included in Card Member recommendations and may not be included in various Shop Small Card Member offers.

4. Click the "Save" button after making changes in each portion of your location details to save your updates.

Updates can take up to three days to be reflected on the Shop Small Map or Online Directory.

\*To register and log in to your Merchant account for the first time, you will need your Merchant Number or Merchant Access Code, a 10-digit number issued by American Express. If you've received an email from "American Express Merchant Services" regarding your business, you may be able to find this number in the top right corner of the communication. If you are unable to find this number, unsure whether you have received a Merchant Number/Access Code, or can't recall your Merchant Number/Access Code, you can call our Shop Small servicing center at 1-800-235-8916. We are available from 9 am ET to 6 pm ET, Monday through Friday. You can also email us at [ShopSmallHelp@aexp.com](mailto:ShopSmallHelp@aexp.com).

### What free marketing materials are available?

Help drive sales by displaying American Express signage that shows potential customers you want their business. Get yours for free at [AmericanExpress.com/Signage](https://AmericanExpress.com/Signage) and let customers know you welcome their business.

As a small business owner with an online presence or physical location, you can help attract even more customers to your business by visiting the [Shop Small® Studio](https://ShopSmall.com/Studio). There you can enjoy tools and resources to help you promote your business, like in-store signage, social media posts, email templates and more, compliments of American Express. These materials can be used to show customers they can Shop Small at your business throughout the year. Business owners are responsible for the cost of printing certain marketing materials.

To learn more about other free benefits you receive as part of accepting American Express, please visit [AmericanExpress.com/Marketing](https://AmericanExpress.com/Marketing).

## Why is American Express offering free marketing materials? Is there any cost to my business?

We know attracting more customers is important to you—so it's important to us. That's why we recommend small businesses like yours in our emails to Card Members, in their online accounts and within search results on the Shop Small Map—all for free, because we don't just have your back—we're on your side. In 2017, over 15 million people received recommendations on where to shop.\*

In addition to Card Member recommendations, the Shop Small Map and Online Directory, and free display signage, you can help attract even more customers to your business by visiting the Shop Small® Studio. There you can enjoy tools and resources to help you promote your business, like in-store signage, social media posts, email templates and more, compliments of American Express. These materials can be used to show customers they can Shop Small at your business throughout the year. Business owners are responsible for the cost of printing certain marketing materials.

To learn more about other free benefits you receive as part of accepting American Express, please visit [AmericanExpress.com/Marketing](https://www.AmericanExpress.com/Marketing)

\*Based on an analysis of American Express merchant recommendations in 2017.

## How do I create my personalized Shop Small marketing materials?

To create and download your personalized Shop Small marketing materials, follow the below steps:

1. Visit the [Shop Small® Studio](#).
2. Click the "Download Materials" button.
3. Input your email address and business zip code (optional).
4. Check the checkbox confirming you have reviewed and agree to the [Terms of Participation](#) and you certify that you are authorized to do so on behalf of the organization named in your submission.
5. Click the "Download Now" button and the files will automatically download to your computer.
6. Share with your networks!

I have a question that isn't addressed by the FAQs on this page. Where can I go for help?

If the FAQs on this page do not address your questions, please feel free to call one of our servicing centers:

- Shop Small Servicing Center: 1-800-235-8916, available 9 am–6 pm ET, Monday through Friday, or email us at [ShopSmallHelp@aexp.com](mailto:ShopSmallHelp@aexp.com).
- American Express Maps Servicing Center: 1-800-694-1222, available 9 am–6 pm ET, Monday through Friday.

## Section 3: Card Member Offers

### General information about American Express Card Member Offers

- American Express wants to help drive customers to Small Merchants all year long. To help encourage Card Members to seek out and shop at our Small Merchants, from time to time, American Express may include your business in Card Member offers from American Express. There is no additional cost to your business to be included in these offers.
- In general, American Express selects Small Merchants to include in Card Member offers from those that meet the current qualification criteria set forth in [FAQ 5](#) and that have one or more locations listed on the Shop Small Map or Online Directory. See [FAQ 10](#) to learn how to check or update your location information and preferences.
- Qualifying Small Merchants should submit all transactions to their processor within seven business days to ensure Card Members who make qualifying purchases receive their offer benefit.
- In general, Card Members who make qualifying purchases will receive their offer benefit from American Express within 10–12 weeks after the end of the offer promotion period.
- Card Members may have their offer benefit reversed if the qualifying purchase is returned or cancelled.
- If a Card Member has any questions about an American Express Card Member offer, please direct the Card Member to call the number on the back of their American Express Card for information.