




Selected optimizations of the card application funnel, 2014

Using Choice Architecture to simplify the card information for an international audience

FEATURED CARDS CARD QUIZ VIEW ALL CARDS ▶



Receive 40,000 Membership Rewards® points after you use your new Card to make \$3,000 in purchases in your first 3 months.¹

Platinum Card® from American Express
¹Offer Terms

[Learn More](#)

[Apply Now](#)

LIMITED TIME OFFER SPECIAL OFFER - Earn up to \$300 Back – Here's How:

- EARN \$100 BACK after you spend \$1,000 in purchases on the Card within the first 3 months of Card Membership. †
- PLUS, when you apply by 1/11/17 earn 10% back on purchases at Amazon.com on the Card within the first 6 months of Card Membership, up to \$200. †


You will receive cash back in the form of statement credits.

Blue Cash Everyday® Card from American Express

¹Offer Terms

[Learn More](#)

[Apply Now](#)




Get 10,000 Membership Rewards® Points after you use your new Card to make \$1,000 in purchases in your first 3 months.¹

Amex Everyday® Credit Card
¹Offer Terms

[Learn More](#)

[Apply Now](#)

Suggested Cards




The Platinum Metal Card

1st year 50% discount worth € 351 (€ 29.25 per month instead of € 58.50)

- Fast border crossing at Schiphol with Privium for 2 worth € 330
- Unlimited access to over 1200 airport lounges worldwide worth € 800
- Extensive travel (accident) insurance, cancellation insurance and car rental insurance

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[Conditions](#)




The Blue Card

€ 0 per year With a minimum spend of € 3,000 per year

- Do you spend less than € 3,000 per year? Then you pay € 35 per year in the following year.
- Includes purchase insurance, fraud protection and Money-Back Guarantee
- Save 1 point per 2 euros spent on all your expenses

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[Conditions](#)



The Flying Blue - American Express Gold Card

7,500 Miles as a gift

Now 1st year 50% discount (after that € 170 per year)

- Save at least 1 Mile with all your purchases
- An annual bonus of 30 XP as a gift
- Including purchase insurance, comprehensive travel insurance and cancellation insurance

+15%
CTR

Redesign of card detail page mastheads to simplify information and increase scannability to impact application decisions

Receive 40,000 Membership Rewards® Points†

†Offer Terms

Platinum Card® from American Express

Apply Now Get a decision in as little as 60 seconds

‡Benefit Terms | Rates and Fees

Compare

Print



NEW
5X AIR

5X points for flights booked direct with airlines or with American Express Travel. ‡

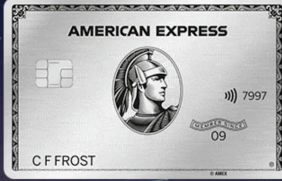
\$200 AIRLINE FEE CREDIT

Up to \$200 a year for fees with your selected airlines

ANNUAL FEE
\$450

AT A GLANCE TRAVEL ENTERTAINMENT SHOPPING

Now with Apple Pay.



The Platinum Metal Card®

1st year 50% discount worth € 351 (€ 29.25 per month instead of € 58.50)

To request

Click here for more information

Fast border passage
Read more

Free lounge access
Read more

Insurances
Read more

+5% application starts