

# RSS Syndication May Change the Way You Apply For a Credit Card

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Banks that offer credit cards struggle to find the best way to offer them to the consumer. In fact, consumers find credit card research to be cumbersome to say the least. Financial institutions complain of the difficulty in not only introducing new cards to their offer centers, but updating those offer centers when important details change about the card offer.

Making sure each place that advertises the card has the correct information, at all times, is vitally important. The credit card industry spends millions of dollars each year keeping this infrastructure in place and working smoothly.

However, this complicated process was made easier with a custom-designed database that allows for automated updating from the financial institution. The Blogsite, running on the MyST Technology Platform, offers financial institutions a dynamic way to offer current information on credit card offers.

The full integration with the weblog means instead of posting a picture of the card, a link to the offer, and a link to the fine print EACH posting, the blog editor can simply enter the field and the item number, separated by a colon in the keywords section of the post editor.

When the post is submitted, the weblog is configured so that all that relevant information is dynamically pulled from the database to appear with the news story written within the weblog.

Everytime an offer changes, whether it is something substantial like an APR change or something inconsequential like an increase in frequent flyer benefits, the information is seamlessly updated, providing the consumer and the bank with up-to-date, perfectly accurate information.

RSS technology is set to change the way financial institutions offer credit cards. Take a look at the Blogsite at <http://consolidatedcredit.info> .

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