

# credit card rewards comparison calculator

credit card rewards comparison calculator: Unlock Your Earning Potential

**credit card rewards comparison calculator** tools are indispensable for navigating the complex world of credit card benefits. In today's financial landscape, understanding how to maximize your spending power through credit card rewards can significantly impact your personal finances. This article delves deep into the functionalities of these calculators, explaining how they work, the key metrics they consider, and the strategic advantages they offer. We will explore various reward types, from cashback and travel points to specific category bonuses, and how a well-chosen calculator can illuminate the path to the most lucrative options for your spending habits. Discover how to compare different reward programs effectively and make informed decisions that align with your financial goals.

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## What is a Credit Card Rewards Comparison Calculator?

A credit card rewards comparison calculator is an online tool designed to help consumers analyze and contrast the potential value of different credit card rewards programs. Its primary function is to quantify the benefits offered by various credit cards, translating abstract reward structures into concrete monetary or travel-related figures. By inputting your typical spending habits and preferences, these calculators can project how much you could earn in rewards over a specific period, allowing for a direct, apples-to-apples comparison between competing offers. This eliminates much of the guesswork involved in selecting a rewards card.

These sophisticated tools are built on algorithms that take into account various factors, such as annual fees, welcome bonuses, earning rates across different spending categories, redemption values, and any limitations or expiration policies. Without such a calculator, consumers might struggle to grasp the true long-term value of a card, potentially overlooking hidden costs or underestimating the earning potential of a seemingly less attractive offer. They serve as essential guides in the decision-making process for anyone looking to optimize their credit card usage.

## How Does a Credit Card Rewards Comparison

# Calculator Work?

The operational mechanism of a credit card rewards comparison calculator is relatively straightforward yet powerful. It begins by prompting the user to provide crucial financial data. This typically includes your estimated monthly or annual spending across various categories like groceries, gas, dining, travel, and general purchases. You will also be asked about your preference for reward types, such as cashback, airline miles, or hotel points, and your typical redemption patterns. Additionally, the calculator will ask for details about the specific credit cards you are considering, including their annual fees, welcome bonus structures, and reward earning rates.

Once this information is entered, the calculator processes it through its underlying algorithms. These algorithms are programmed to calculate the net value of each card. For instance, they will multiply your spending in each category by the corresponding earning rate for each card, sum up the total rewards earned, and then factor in the value of any welcome bonuses. Crucially, they also subtract the annual fee and any other associated costs. The final output is a projected annual reward value for each card, often displayed alongside other key metrics, allowing for an easy side-by-side analysis of which card offers the best return on your spending.

## Key Metrics for Credit Card Rewards Comparison

To effectively use a credit card rewards comparison calculator, understanding the key metrics it evaluates is paramount. These metrics provide the granular data needed to make an informed choice about which credit card best suits your financial lifestyle. At the forefront is the **Annual Percentage Rate (APR)**, although for rewards cards, the focus is less on borrowing costs and more on the reward generation. However, understanding the APR can be crucial if you anticipate carrying a balance. More relevant are the reward earning rates.

These earning rates are often presented as points or percentage back per dollar spent. For example, a card might offer 3% cashback on groceries, 2% on dining, and 1% on all other purchases. The calculator will use your spending data to project the total rewards earned from these rates. Another critical metric is the **Redemption Value**. This refers to how much each point or mile is worth when redeemed. For example, one point might be worth 1 cent as cashback but 1.5 cents when redeemed for specific travel bookings. The calculator accounts for these varying values. Finally, **Annual Fees** are a direct cost that must be offset by the rewards earned. A high annual fee might render a card less valuable if the rewards earned don't sufficiently outweigh the cost.

- **Reward Earning Rates:** The amount of rewards (cashback, points, miles) earned per dollar spent in specific categories.
- **Redemption Value:** The monetary value of a reward point or mile when redeemed for goods, services, or travel.
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**Annual Fees:** The yearly cost associated with holding the credit card.

- **Welcome Bonuses:** The additional rewards offered for meeting initial spending requirements.
- **Category Bonuses:** Enhanced earning rates for spending in specific merchant categories.
- **Redemption Flexibility:** The ease and variety of options available for redeeming earned rewards.

## Understanding Different Reward Types

The landscape of credit card rewards is diverse, encompassing several primary types, each with its unique advantages and disadvantages. A credit card rewards comparison calculator helps demystify these differences by quantifying their potential value. The most common type is **cashback**, which offers a direct percentage of your spending back to you, either as a statement credit or a direct deposit. This is straightforward and universally applicable, making it a popular choice for those who prefer simple, tangible financial benefits.

Another significant category is **travel rewards**, which can be further divided into general travel points and co-branded airline miles or hotel points. General travel points can often be redeemed for flights, hotels, car rentals, and sometimes even experiences through the card issuer's travel portal. Co-branded cards, like those from specific airlines or hotel chains, typically offer bonus rewards and perks with that particular brand, which can be extremely valuable for frequent travelers loyal to a single provider. The redemption value of travel points can vary significantly, often depending on how they are redeemed. Understanding these variations is where a good calculator truly shines, as it can project the potential value of these points based on your likely redemption habits.

## Cashback Rewards

Cashback rewards are arguably the most straightforward and easily understood form of credit card incentives. When you earn cashback, a certain percentage of your purchase is returned to you, effectively reducing your net spending. These rewards are typically offered in two main structures: flat-rate cashback and tiered or bonus category cashback. A flat-rate card might offer 1.5% or 2% back on all purchases, regardless of the category. This simplicity makes it easy to calculate potential earnings and compare cards without deep analysis.

Tiered or bonus category cashback cards offer higher percentages of rewards on spending in specific categories that may rotate quarterly or be fixed. For example, a card might offer 5% cashback on groceries and gas up to a certain spending limit per quarter, and 1% on all other purchases. A credit card rewards comparison calculator is invaluable here, as it can precisely calculate how much you would earn based on your specific spending patterns within those bonus

categories, helping you determine if the higher earning potential outweighs any potential limitations or the need to track category spending.

## **Travel Rewards (Points and Miles)**

Travel rewards, often denominated as points or miles, are designed to appeal to frequent travelers. These rewards can be redeemed for a variety of travel-related expenses, including flights, hotel stays, car rentals, and sometimes even travel experiences. The value of travel rewards can be more variable than cashback, as their redemption value often depends on the booking method and the specific travel provider. This is where a sophisticated credit card rewards comparison calculator becomes an indispensable tool.

Travel points from a general rewards card can often be transferred to various airline and hotel partners, offering flexibility. The key is to understand the transfer ratios and the value you can achieve by transferring to different partners. Co-branded travel cards, such as those offered by airlines or hotel chains, provide more specialized benefits. For instance, an airline co-branded card might offer bonus miles on that airline's flights, free checked baggage, and priority boarding. A calculator can help you assess whether these specialized benefits and earning rates translate into a higher net value for your travel spending compared to a general travel card or a cashback card.

## **Leveraging Calculators for Strategic Spending**

A credit card rewards comparison calculator is not merely a tool for passive comparison; it can be actively leveraged to guide your spending strategies for maximum reward accumulation. By understanding which cards offer the highest returns on your most frequent spending categories, you can strategically choose which card to use for which purchase. For example, if your calculator shows that Card A offers 5% cashback on groceries and Card B offers 3% on everything, and you spend \$500 monthly on groceries, you can clearly see that Card A is the superior choice for that specific expense. This targeted approach ensures you are always optimizing your reward earnings.

Furthermore, these calculators can help you identify the most profitable way to redeem your rewards. Some calculators allow you to input your preferred redemption methods, such as booking flights through a specific portal or redeeming points for statement credits. By comparing the projected value of your rewards across different redemption options for each card, you can make a more informed decision about not only which card to get but also how to best utilize the rewards you earn. This strategic application turns credit card rewards from a passive bonus into an active financial management tool.

## **Optimizing Category Spending**

The most effective way to maximize credit card rewards is through strategic spending, especially by taking advantage of bonus categories. Many rewards credit cards offer significantly higher earning rates on specific types of purchases, such as groceries, gas, dining, streaming services, or online

shopping. A credit card rewards comparison calculator can analyze your monthly expenditures and identify which cards offer the most lucrative bonus categories that align with your spending habits. This allows you to prioritize using a particular card for those specific purchases to earn rewards at an accelerated rate.

For instance, if you consistently spend a substantial amount on dining out, a card that offers 3x or 4x points per dollar spent at restaurants will be far more beneficial than a flat-rate cashback card. The calculator can project the difference in earnings over a year, demonstrating the tangible financial benefit of aligning your spending with bonus categories. By having a clear understanding of which card is best for which expense, you can ensure that every dollar you spend is working harder to earn rewards, whether it's for everyday necessities or discretionary purchases.

## Evaluating Welcome Bonuses

Welcome bonuses are a significant component of many credit card rewards strategies, offering a substantial boost in rewards for new cardholders who meet a specific spending threshold within a set timeframe. However, the true value of a welcome bonus can be elusive without careful consideration. A credit card rewards comparison calculator can help in this regard by factoring in the bonus value against any associated annual fees and spending requirements. It allows you to see the net gain from a welcome bonus after accounting for the effort and spending required to achieve it.

For example, a card might offer a \$200 statement credit after spending \$1,000 in the first three months. If the card has a \$95 annual fee, the calculator can help determine if the remaining \$105 in bonus value, combined with the ongoing rewards from the card, makes it a worthwhile option. It also prompts you to consider if the spending requirement is realistic for your budget, ensuring you don't overspend just to chase a bonus. By integrating welcome bonuses into the overall reward calculation, these calculators provide a more holistic view of a card's initial appeal and long-term value.

## Choosing the Right Calculator for Your Needs

With numerous credit card rewards comparison calculators available online, selecting the one that best suits your individual needs is crucial for accurate and actionable insights. The ideal calculator should offer a comprehensive range of features and a user-friendly interface. Consider calculators that allow for detailed input of spending habits across multiple categories, as this level of specificity leads to more precise reward projections. Some calculators excel at comparing travel rewards, while others are better suited for analyzing cashback programs.

Look for calculators that clearly display the key metrics discussed earlier, including projected annual rewards, net value after fees, and redemption options. The ability to compare a flexible number of cards simultaneously is also a significant advantage. Some advanced calculators might even incorporate features like credit score simulators or provide personalized recommendations based on your financial profile. Ultimately, the best calculator is the one that provides clear, customized, and actionable data to help you make the most informed decision for your financial goals.

## Features to Look For

When evaluating credit card rewards comparison calculators, several key features can significantly enhance their utility and accuracy. A fundamental feature is the ability to customize spending categories to match your actual budget. This means going beyond broad categories like "shopping" and allowing for granular inputs such as "groceries," "gas," "dining," "online retail," "travel," and "utilities." The more personalized the input, the more accurate the output will be.

Another essential feature is the capacity to compare multiple cards side-by-side. This allows for an immediate visual contrast of potential earnings, annual fees, and other benefits. The calculator should also clearly display the redemption value of points or miles, as this can vary greatly and significantly impacts the overall value of a rewards program. Features such as the inclusion of welcome bonuses, the ability to factor in promotional APR periods, and clear explanations of the calculations performed are also highly beneficial. Finally, look for calculators that are regularly updated with the latest credit card offers and reward program changes to ensure the information remains current and reliable.

- Customizable spending categories.
- Side-by-side comparison of multiple credit cards.
- Clear display of redemption values for points/miles.
- Inclusion and proper valuation of welcome bonuses.
- Calculation of net annual rewards after fees.
- Ability to simulate different redemption scenarios.
- Up-to-date database of credit card offers.
- User-friendly interface with clear explanations.

## Comparing Different Reward Structures

The complexity of comparing different reward structures is where credit card rewards comparison calculators prove their worth. Some cards offer straightforward flat-rate cashback, while others have

intricate bonus categories that might rotate quarterly or be tied to specific merchants. Travel rewards add another layer of complexity, with varying point valuations depending on whether you redeem for flights, hotels, or partner redemptions. A good calculator can navigate these disparities by allowing you to input your estimated spending in each relevant category and then applying the specific earning rates for each card.

The calculator will then translate these earnings into a common currency, typically U.S. dollars, enabling a true apples-to-apples comparison. It will factor in the annual fee, the value of welcome bonuses, and potentially even the cost of carrying a balance if you input your average APR. By presenting the net annual reward value for each card, it becomes clear which structure is most beneficial for your unique spending profile. This is particularly helpful when comparing a simple 2% cashback card against a complex travel rewards card with category bonuses that might align perfectly with your lifestyle.

## **Maximizing Your Earnings with a Calculator**

The ultimate goal of using a credit card rewards comparison calculator is to maximize your earnings. This involves not just selecting a card with a high earning rate but also employing a strategy that leverages that card's benefits to their fullest potential. Once you have identified the best card for your spending through the calculator, the next step is to ensure you are using it consistently for purchases that fall within its bonus categories. This diligence ensures that you are consistently earning at the highest possible rate for your everyday expenses.

Moreover, understanding how to redeem your rewards for maximum value is just as important as earning them. Many calculators provide insights into redemption options, highlighting which methods yield the highest return. For travel rewards, this might mean understanding transfer partners or booking during peak travel seasons when points might offer greater value. By continually referring back to your calculator and adapting your strategy as new card offers emerge or your spending habits change, you can ensure that your credit card rewards are consistently contributing to your financial well-being.

## **Strategic Redemption of Rewards**

Earning rewards is only half the battle; maximizing their value through strategic redemption is equally crucial. A credit card rewards comparison calculator can often provide insights into the best redemption options for the cards you are comparing. For cashback, redemption is typically straightforward, with values fixed at their face value. However, with travel points and miles, the redemption strategy can significantly impact the overall value you receive. Points or miles can often be redeemed for cash back at a lower value, used to book travel through the issuer's portal, or transferred to airline and hotel partners.

The most valuable redemptions often involve transferring points to airline or hotel partners, especially when those partners offer premium cabin flights or luxury hotel stays at a favorable point redemption rate. A sophisticated calculator might allow you to input your preferred redemption method or estimate the value you expect to get from travel redemptions, providing a more accurate

comparison. Understanding these redemption nuances can turn a seemingly good rewards program into an exceptional one, significantly increasing the tangible benefit of your credit card usage.

## **Adapting to Evolving Offers**

The credit card market is dynamic, with issuers frequently updating their rewards programs, introducing new welcome bonuses, and modifying earning rates. To continuously maximize your earnings, it is essential to revisit your credit card rewards comparison calculator periodically. Your financial habits may also evolve, meaning a card that was once optimal might no longer be the best fit. Regularly updating your spending data within the calculator and re-evaluating your options ensures that you are always leveraging the most advantageous credit card offers available.

This proactive approach allows you to take advantage of lucrative limited-time promotions, such as increased welcome bonuses or temporary bonus category multipliers. By staying informed and using a reliable calculator as your guide, you can ensure that your credit card strategy remains effective and continues to generate significant rewards over time. It's about maintaining an informed, agile approach to credit card rewards management rather than adopting a static strategy.

### **FAQ**

#### **Q: What is the most important factor when using a credit card rewards comparison calculator?**

A: The most important factor is accurately inputting your actual spending habits across various categories. The calculator's output is only as reliable as the data you provide, so honest and detailed spending information is crucial for an accurate comparison.

#### **Q: Can a credit card rewards comparison calculator help me decide between cashback and travel rewards?**

A: Absolutely. These calculators are specifically designed to compare different reward structures. By inputting your spending and your preferred redemption methods (e.g., statement credits vs. booking flights), the calculator can quantify the potential value of each reward type for your specific situation.

#### **Q: How often should I use a credit card rewards comparison calculator?**

A: It's recommended to use a credit card rewards comparison calculator at least once a year, or whenever you are considering applying for a new credit card. Credit card offers and your own spending habits can change, so regular reviews ensure you are always using the most beneficial cards.



## **Q: Do credit card rewards comparison calculators account for all types of fees?**

A: Most reputable calculators account for common fees like annual fees. However, they may not always account for less common fees such as foreign transaction fees, balance transfer fees, or late payment fees. It's important to check the calculator's methodology or consult the card's terms and conditions for a complete picture.

## **Q: What if I don't know my exact spending per category?**

A: If you don't have precise figures, use your best estimates based on your bank or credit card statements from the past few months. Many online banking platforms provide spending summaries that can help you approximate your monthly expenditures by category.

## **Q: Can these calculators predict the future value of travel points?**

A: While calculators can estimate current redemption values, the future value of travel points is subject to change. Issuers can devalue points or alter redemption rates. Calculators provide a strong estimate based on current information, but it's wise to be aware of potential future changes.

## **Q: Are there any free credit card rewards comparison calculators available?**

A: Yes, many excellent credit card rewards comparison calculators are available for free on financial websites, blogs, and credit card comparison platforms. These free tools often provide robust features for effective comparison.

## **Q: How do welcome bonuses factor into the comparison?**

A: A good calculator will factor in the value of a welcome bonus by calculating the net gain after you meet the spending requirement, considering any annual fees. It helps determine if the upfront bonus is substantial enough to justify the card's cost and requirements.

## **Q: Can a credit card rewards comparison calculator help me optimize my current credit card portfolio?**

A: Yes, by inputting your current cards and your spending habits, you can use a calculator to see if your existing cards are still providing the best value or if switching to new offers would be more beneficial. This helps identify any underperforming cards in your wallet.

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**credit card rewards comparison calculator:** Hacks to Maximize Credit Card Rewards and Benefits Genalin Jimenez, Hacks to Maximize Credit Card Rewards and Benefits is your ultimate guide to unlocking the full potential of credit card rewards programs. In today's world, leveraging the benefits of credit cards can mean the difference between just spending and savvy financial management. This comprehensive book demystifies the complexities of credit cards, arming readers with valuable strategies to maximize rewards, optimize spending, and fully utilize cardholder benefits. From understanding the nuances of earning and redeeming points to navigating travel benefits, extended warranties, and purchase protections, this guide covers it all. Each chapter dives deep into practical tips and tricks for everyday consumers, travel enthusiasts, and anyone looking to enhance their financial well-being through smart credit card usage. Inside, you'll discover: Expert Techniques: Learn how to strategically choose and use multiple cards to maximize your rewards across various categories, ensuring you're always earning the most points. Organizational Strategies: Master the art of tracking your rewards, expiration dates, and spending habits to ensure you never miss out on potential benefits. Exclusive Benefits: Uncover often-overlooked perks like travel insurance, concierge services, and purchase protections to protect your investments and enhance your lifestyle. Tools and Resources: Explore the best tools, apps, and techniques to manage multiple cards easily and effectively, streamlining your financial processes. Whether you're just starting your credit card journey or looking to refine your existing strategies, Hacks to Maximize Credit Card Rewards and Benefits, offers insights that will empower you to take

control of your financial future. Transform your spending into rewards and benefits that can lead to luxurious travel experiences, cash savings, and smarter purchasing decisions. With the right information and strategies, you can turn your credit cards into powerful financial allies.

**credit card rewards comparison calculator:** *Who Pays for Your Rewards? Redistribution of the Credit Card Market* Sumit Agarwal, Andrea Presbitero, Mr. Andrea F Presbitero, Andre Silva, Carlo Wix, 2023-03-10 We study credit card rewards as an ideal laboratory to quantify redistribution between consumers in retail financial markets. Comparing cards with and without rewards, we find that, regardless of income, sophisticated individuals profit from reward credit cards at the expense of naive consumers. To probe the underlying mechanisms, we exploit bank-initiated account limit increases at the card level and show that reward cards induce more spending, leaving naive consumers with higher unpaid balances. Naive consumers also follow a sub-optimal balance-matching heuristic when repaying their credit cards, incurring higher costs. Banks incentivize the use of reward cards by offering lower interest rates than on comparable cards without rewards. We estimate an aggregate annual redistribution of \$15 billion from less to more educated, poorer to richer, and high to low minority areas, widening existing disparities.

**credit card rewards comparison calculator:** *Everything About Credit Cards* Kal Salem, CPA, 2021-12-06 Credit in terms of purchasing things can be thought of as a pool of money a bank has set aside for you to spend, and in return you will replenish that pool of money. When a bank sets you up with a credit card, they are giving you a line of credit. A line of credit is that pool of money that you can spend as you see fit, with the promise to pay back that money. Credit differs from cash. Cash you have in your pocket and you can spend only the maximum amount of cash you have. Credit gives you access to a pool of money you can spend. When you spend that money, you will have a credit balance, or amount of cash you owe. When you buy things on credit you are promising to pay back the credit company (bank) for the amount you spend. You do not need to pay back your entire line of credit back all at once. You can pay back in small payments over time to replenish that pool of money. However, this is where the issues begin for many people around the globe and is important to understand. If you do not replenish your pool of money, or pay back your balance in a timely manner, you will begin to see fees associated with those payments, let us get into that next

**credit card rewards comparison calculator:** *How You Can Profit from Credit Cards* Curtis E. Arnold, 2008-06-06 Who would not be interested in getting an interest-free loan for 12 months for any type of purchase just for taking a few minutes to complete a credit card balance transfer offer? Or a free round-trip airline ticket twice a year just for making purchases on a rebate card? Or lowering their insurance premiums by hundreds of dollars a year just by raising their credit score? Obviously, just about every consumer is interested in saving money and getting freebies! Hence, the universal appeal of this book cannot be overstated. Today, the average American household has 12.7 credit cards. Banks maximize their profits by nickel and dimeing and outsmarting their cardholders: that's why credit cards are their most profitable product. Banks spend billions enticing consumers with rebates, freebies, low-introductory rate offers, and airline miles. Learn how to take full advantage of these offers, without paying for them through brutally high interest rates, fees, and penalties! Arnold offers specific advice targeted to young consumers who are being aggressively targeted by credit card marketers; retirees facing credit discrimination; Americans recovering from bankruptcy or other debt problems; and even consumers with great credit. You'll learn the techniques he has personally used to escape credit card debt, creatively finance his wedding, car, and home purchases, and earn thousands in credit card perks every year.

**credit card rewards comparison calculator:** *Who Gains and who Loses from Credit Card Payments?* Scott Schuh, 2010 Merchant fees and reward programs generate an implicit monetary transfer to credit card users from non-card (or 'cash') users because merchants generally do not set differential prices for card users to recoup the costs of fees and rewards. On average, each cash-using household pays \$151 to card-using households and each card-using household receives \$1,482 from cash users every year. Because credit card spending and rewards are positively correlated with household income, the payment instrument transfer also induces a regressive

transfer from low-income to high-income households in general. On average, and after accounting for rewards paid to households by banks, the lowest-income household (\$20,000 or less annually) pays \$23 and the highest-income household (\$150,000 or more annually) receives \$756 every year. We build and calibrate a model of consumer payment choice to compute the effects of merchant fees and card rewards on consumer welfare. Reducing merchant fees and card rewards would likely increase consumer welfare.

**credit card rewards comparison calculator: Credit Card Hacks** Genalin Jimenez, 2024-11-24 Credit Card Hacks: Tips on Maximizing Rewards and Benefits is your ultimate guide to unlocking the full potential of credit card rewards programs. In today's world, leveraging the benefits of credit cards can mean the difference between just spending and savvy financial management. This comprehensive book demystifies the complexities of credit cards, arming readers with valuable strategies to maximize rewards, optimize spending, and fully utilize cardholder benefits. From understanding the nuances of earning and redeeming points to navigating travel benefits, extended warranties, and purchase protections, this guide covers it all. Each chapter dives deep into practical tips and tricks for everyday consumers, travel enthusiasts, and anyone looking to enhance their financial well-being through smart credit card usage. Inside, you'll discover: Expert Techniques: Learn how to strategically choose and use multiple cards to maximize your rewards across various categories, ensuring you're always earning the most points. Organizational Strategies: Master the art of tracking your rewards, expiration dates, and spending habits to ensure you never miss out on potential benefits. Exclusive Benefits: Uncover often-overlooked perks like travel insurance, concierge services, and purchase protections to protect your investments and enhance your lifestyle. Tools and Resources: Explore the best tools, apps, and techniques to manage multiple cards easily and effectively, streamlining your financial processes. Whether you're just starting your credit card journey or looking to refine your existing strategies, Credit Card Hacks offers insights that will empower you to take control of your financial future. Transform your spending into rewards and benefits that can lead to luxurious travel experiences, cash savings, and smarter purchasing decisions. With the right information and strategies, you can turn your credit cards into powerful financial allies.

**credit card rewards comparison calculator: Credit Card Advantage** David C. Barnett, 2014-06-23 David Barnett is a small business expert who has owned 5 companies in his adult life. His experience in advertising, management, buying and selling companies and modern banking and finance give Barnett an exceptional insight into how companies are run and how they can take advantage of the modern payment system. Credit Card Advantage will show you how the correct use of credit cards as a payment tool can help you achieve strategic goals in your business. Barnett walks you through the process of analyzing your vendors, selecting a card program, and calculating your financial and reward benefits. Every business owner should be using these techniques to enhance lifestyle, reduce expenses, grow sales and save on bank interest.

**credit card rewards comparison calculator: Credit card rewards program as promotional strategy** Anna Victoria Damian, 2008 The Researcher undertook a study to analyze the credit cardholder's attitudes along with their responses towards the Reward Program (RP) currently offered by the major credit card issuing banks. Specifically the study determined similarities and differences between the rewards program participants and non-participants in terms of RP awareness, sources of awareness, ad recall, features they like/ dislike program, and the cardholder's comments on the idea of a separate rewards card.

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