IN THE CLAIMS:

1. A transaction message processing server comprising a processor in communication with a memory, said processor programmed to:

receive an authorization request message from a sender computing device, the authorization request message associated with a transaction;

detect a decision data element in an authentication outcome data field of the authorization request message;

interpret the decision data element as an indicator that the transaction is a highly authenticated transaction;

retrieve from the memory a reason code that identifies the transaction as a highly authenticated transaction as determined by a merchant involved in the transaction;

embed the reason code into the authorization request message to form an enhanced authorization request message; and

transmit the enhanced authorization request message including the reason code to an issuer computing device, wherein the enhanced authorization request message is configured to enable the issuer computing device to bypass at least one issuer authentication process.

2. The transaction message processing server of Claim 1, wherein the authorization request message comprises an ISO8583 network message, and the authentication outcome data field comprises a DE61s8 data field.

3. The transaction message processing server of Claim 2, wherein the decision data element comprises a bit with a value of 2.

4. The transaction message processing server of Claim 1, wherein the decision data element is a merchant-embedded data element.

5. The transaction message processing server of Claim 1, wherein the reason code causes the bypass of the issuer authentication process at the issuer computing device.

6. The transaction message processing server of Claim 1, wherein the reason code is formatted in a format interpretable by the issuer computing device.

7. The transaction message processing server of Claim 1, wherein said processor is further programmed to transmit a definition of the reason code to the issuer computing device for storage at the issuer computing device, the definition of the reason code enabling the issuer computing device to interpret the reason code.

8. The transaction message processing server of Claim 1, wherein the enhanced authorization request message further includes the decision data element.

9. A merchant computing device comprising a processor in communication with a memory, said processor programmed to:

gather metadata associated with a browsing session initiated by a consumer;

evaluate the gathered metadata to determine an authentication level of a transaction initiated by the consumer during the browsing session;

when the authentication level includes highly authenticated, generate an authorization request message associated with the transaction;

embed a decision data element within an authorization outcome data field of the authorization request message, the decision data element indicating that the transaction is a highly authentication transaction; and

transmit the authorization request message including the decision data element to a transaction message processing server.

10. The merchant computing device of Claim 9, wherein the authorization request message comprises an ISO8583 network message, and the authentication outcome data field comprises a DE61s8 data field.

11. The merchant computing device of Claim 10, wherein the decision data element comprises a bit with a value of 2.

12. The merchant computing device of Claim 9, wherein the gathered metadata comprises at least one of a device identifier of a user computing device at which the browsing session is initiated, consumer behavior during the browsing session, an IP address of the user computing device, a geolocation of the user computing device, and login credentials provided by the consumer during the browsing session.

13. The merchant computing device of Claim 9, wherein said processor is further programmed to receive transaction-associated data when the consumer initiates the transaction.

14. The merchant computing device of Claim 13, wherein the transaction-associated data includes at least one of a payment device identifier of a payment device used to initiate the transaction, an item identifier of an item purchased in the transaction, a shipping address, and a billing address.

15. The merchant computing device of Claim 13, wherein said processor is further programmed to evaluate the metadata and the transaction-associated data to determine the authentication level of the transaction.

16. A method of expedited processing of authenticated computer messages, the method implemented using a transaction message processing server including a processor in communication with a memory, the method comprising:

receiving an authorization request message from a sender computing device, the authorization request message associated with a transaction;

detecting a decision data element in an authentication outcome data field of the authorization request message;

interpreting the decision data element as an indicator that the transaction is a highly authenticated transaction;

retrieving from the memory a reason code that identifies the transaction as a highly authenticated transaction as determined by a merchant involved in the transaction;

embedding the reason code into the authorization request message to form an enhanced authorization request message; and

transmitting the enhanced authorization request message including the reason code to an issuer computing device, wherein the enhanced authorization request message is configured to enable the issuer computing device to bypass at least one issuer authentication process.

17. The method of Claim 16, wherein receiving an authorization request message comprises receiving an ISO8583 network message, wherein the authentication outcome data field includes a DE61s8 data field and the decision data element includes a bit with a value of 2.

18. The method of Claim 16, further comprising formatting the reason code in a format interpretable by the issuer computing device.

19. The method of Claim 16, further comprising transmitting a definition of the reason code to the issuer computing device for storage at the issuer computing device, the definition of the reason code enabling the issuer computing device to interpret the reason code.

20. The method of Claim 16, wherein transmitting the enhanced authorization request message comprises transmitting the enhanced authorization request message further including the decision data element.