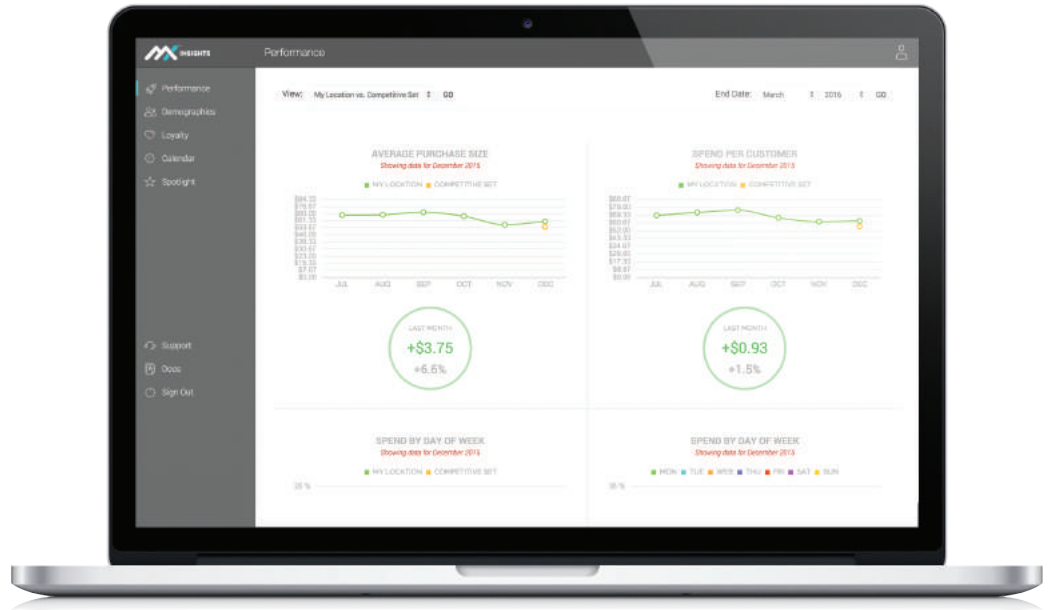




INSIGHTS



Integrated Big Data. A Breeze.

GET READY TO OUTWIT YOUR COMPETITION.

With access to a growing data base of over 95 billion transactions from nearly 2 billion card holders MX™ Insights distills Big Data into Actionable Insights about your customers and local competitors.

MEASURE

How is my business performing? MX™ Insights tells you how your business is performing with key metrics and trends on business performance, benchmarked to local competitors, including:

- Average Purchase Size
- Spend Per Customer
- Spend Per Day of Week
- Spend By Time of Day

IDENTIFY

How loyal are your customers? MX™ Insights will help you identify customer loyalty and their purchase frequency, including:

- Repeat Customers
- Average Visits Per Customer
- Days Between Visits
- Repeat Buyers Share

COMPETE

How can I get more customers? MX™ Insights provides you with deep customer insights enhanced with local demographic information that will help you to outpace the competition, including:

- Top Demographics
- Top Zip Codes
- Customer Segments