

Performance

MX Insights' Performance page provides several graphs for a particular time period.

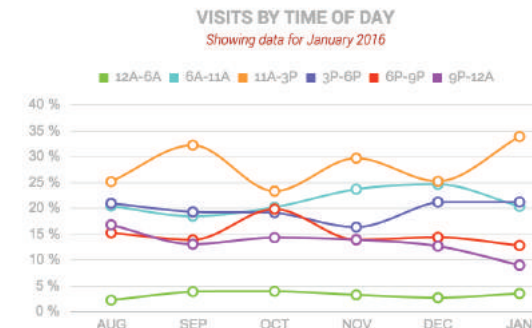
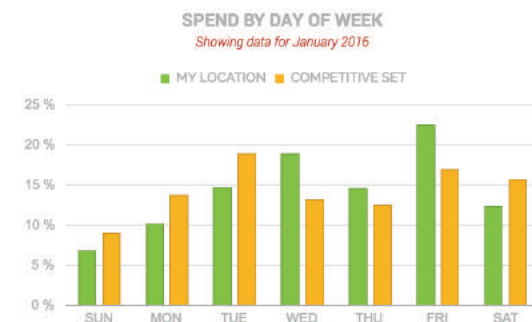
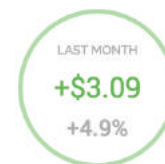
These graphs can assist with identifying high and low volume periods of customer activity, for both your location and your local competitors.

These graphs can be helpful in showing what Months, Days, and even Hours where you outperform your competition and when they are outperforming you, giving you specific targets for where you can make improvements. In addition to providing a comparison of your location's performance against your local competitors.

The graphs can be toggled to show how your location compares to the activity you experienced the previous year.

To toggle between viewing your competitor data and your location's previous year data against your location's most current data, select the 'View' drop down box located in the upper left hand corner of the page, and select 'GO'.

Please note that depending on when your merchant account is established, some historical data may not be available right away.

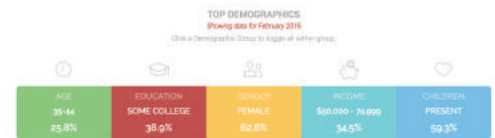


Demographics

MX Insights' Demographics page provides information about your location's customers with a focus on the most frequent and newest customers.

This page provides you with valuable data that can assist in your marketing endeavors.

Please note that depending on when your merchant account is established, some historical data may not be available right away.

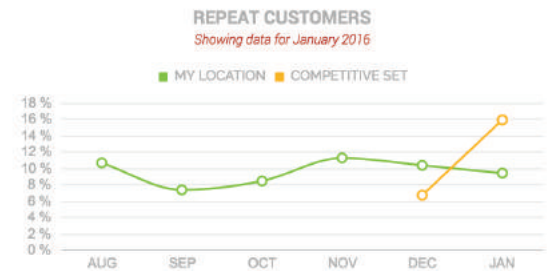


Loyalty

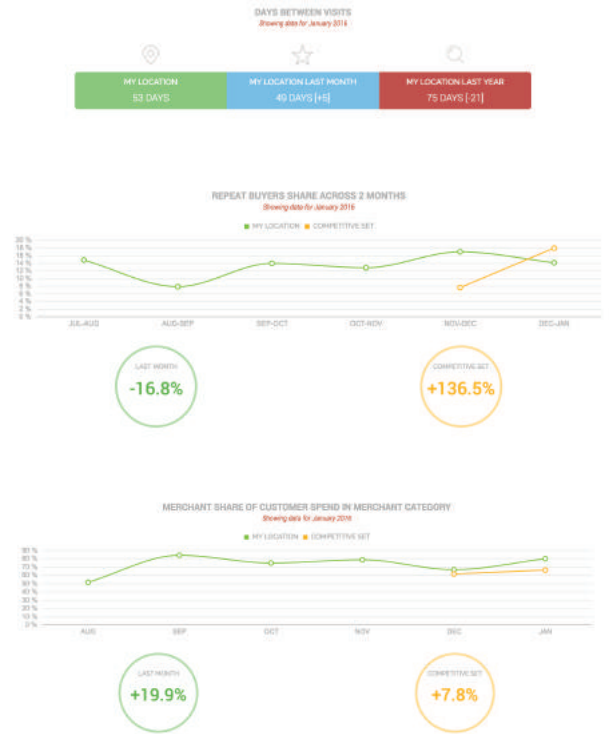
MX Insights' Loyalty page provides information about your location's customers, specifically on how often they return to make purchases.

This data will better assist you to identify and keep your repeat customers and give you a chance to see how you compare to competition when it comes to retaining your customers.

Please note that depending on when your merchant account is established, some historical data may not be available right away.



GRAPHS OVERVIEW



Calendar

MX Insights' Calendar page gives you the chance to create events such as promotions that last a single day to campaigns that will last months.

CALENDAR EVENTS			
Title	Description	Starts	Ends
Mailing for 30004 zip code Edit Remove	Mail Campaign - Discount Coupons	2/11/15	2/11/15

Spotlight

MX Insights' Spotlight page makes it easy to see how you compare to the competition for a specific month. Knowing these metrics will allow you to better target your efforts toward the goal of growing your business and striving for a larger market share of your industry.

AVERAGE PURCHASE ⓘ

YOU ARE OUTPACING THE COMPETITION. YOUR AVERAGE PURCHASE IS GREATER THAN YOUR COMPETITION THIS MONTH BY

CONGRATULATIONS

\$7.55

PRIORITY
PAYMENT SYSTEMS®

PRIORITYPAYMENTSYSTEMS.COM | (844) 647-3616

"MX", "MX Invoice", "MX Developer", "MX B2B", "MX Insights" and "MX Merchant" are trademarks and/or service marks of Priority Payment Systems LLC, which disclaims any affiliation, sponsorship or endorsement of any kind with any other entity using MX or any variation thereof in connection with bank card, credit card, or transaction technology, processing services and merchants services. "ACH.COM" is a trademark and service mark of its respective owner.