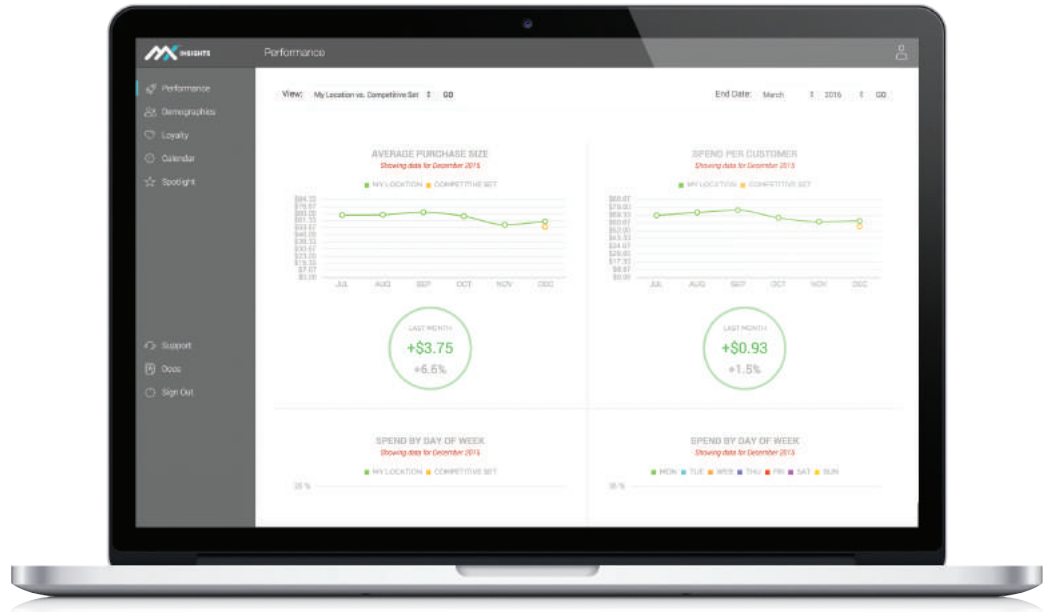INSIGHTS

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

PRIORITY PAYMENT SYSTEMS®