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# 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
- $\cdot$  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

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