INSIGHTS

Integrated Big Data.
A Breeze.

GET READY TO OUTWIT YOUR COMPETITION

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

How is my business performing? MX™ Merchant 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**

CUSTOMER LOYALTY

How loyal are your customers?

MX™ Merchant 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™ Merchant 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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PRIORITY