

The Insightics<sup>SM</sup> Solution  
**Surprising insights made simple.**



# Introducing the Insightics<sup>SM</sup> Solution

## What will you discover today?

What if you could discover a whole new side to your business — one that could help you drive growth and reach your full potential? The Insightics<sup>SM</sup> Solution transforms payments data into rich insights about your customers, your sales and other businesses just like yours. It gives you personalized recommendations for you to take action and experiment with exciting new strategies. And it's as easy to use as it is powerful.

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**ALWAYS ON.**

**ACCESSIBLE ANYWHERE.**

Getting started with the Insightics Solution is a cinch. There's no set up, no data to input. Simply log on from your computer or smartphone and you're in.



When it rains,  
your sales fall

▼25%

Similar businesses'  
sales fall only 10%.



## Takeaways that help you take charge.

Insightics<sup>SM</sup> unlocks the  
hidden stories behind your  
business, helping you seize  
new opportunities.



Regular customers  
are coming in but  
new customers from  
local areas are going  
down on Fridays.



Offer rainy day  
specials through  
social media.



Run a local marketing  
campaign for Fridays.

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# Raise your marketing game — and bring in new customers.

The Insightics<sup>SM</sup> Solution is powerful software that uses real payments data to help you grow your business.



**Bring in new business.** Easily see your customers' spending patterns to find more like them.



**Better target your marketing.** Insightics can show you profiles of your customers by categories like highest spending, local, and most loyal so you can market more effectively.



**See the results.** Understand the impact of your marketing efforts and receive insights to improve future efforts.



**Scope out similar businesses.** Tired of canvassing the neighborhood to see if you're the only one having a slow day? Compare sales and see how consumers are spending at businesses like yours to know how you stack up.

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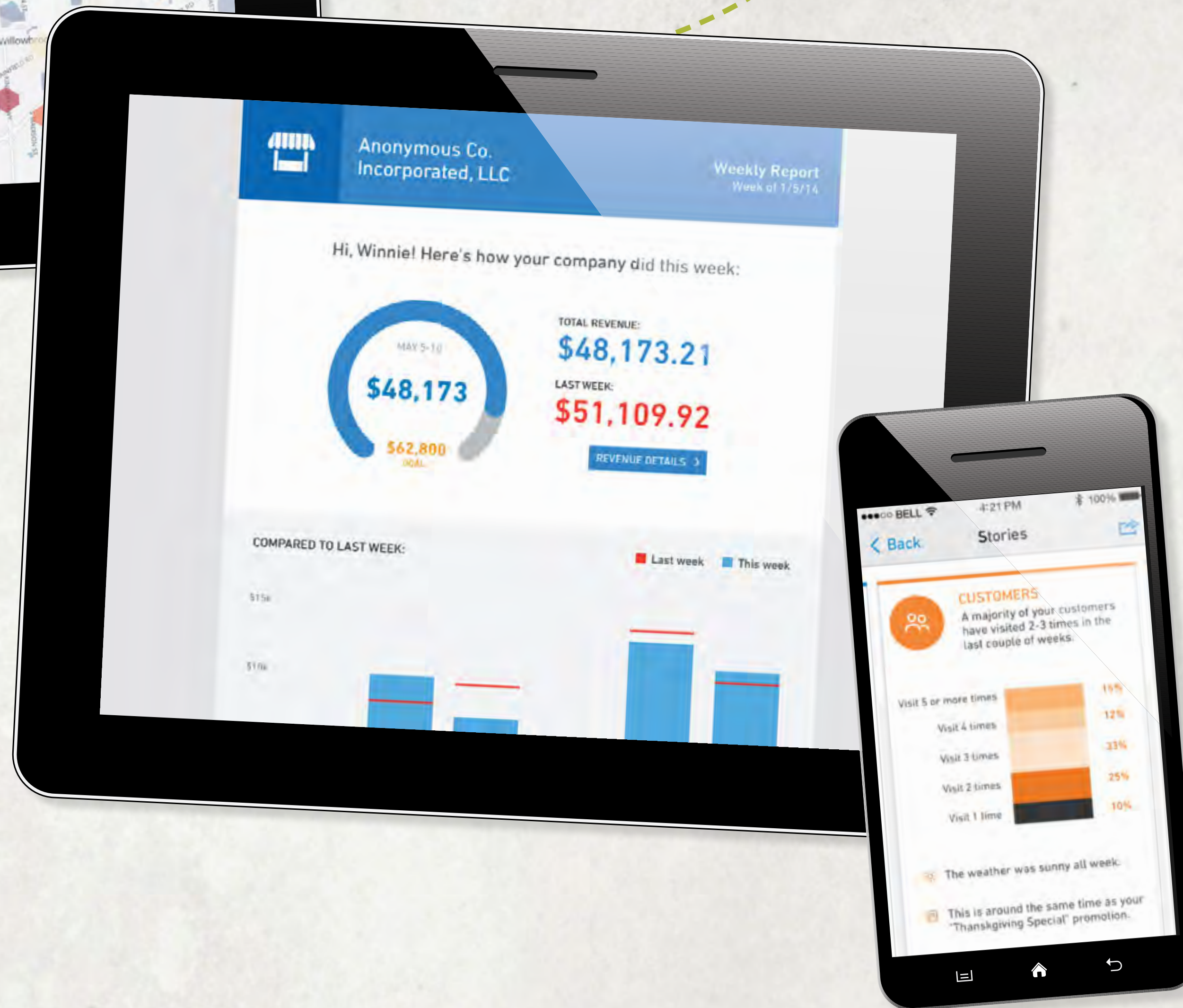


### We make it easy.

Insightics snapshots are even sent directly to you, so you have what you need, when you want it.

### Map your world.

Understand where your customers live and shop so that you can better target them and see where you might open new locations.



LEARN MORE ABOUT THE INSIGHTICS SOLUTION TODAY.

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