# Becoming insight focused and performance driven

### Key metrics for the marketing function

During demanding times, it's important for issuers to establish trust with consumers by basing decisions on data and using insights and industry benchmarks to identify areas where they can help clients to better navigate difficult situations.

#### **Visa Analytics Platform**

is a powerful application suite that delivers data-driven insights and industry benchmarks<sup>1</sup> —all backed by Visa's global payment network and state-of-the-art data science. It offers an expanding range of applications, dashboards, reports and tools that can help throughout the different areas of issuers to uncover game-changing opportunities. With Visa Analytics Platform you can monitor the impact of your marketing efforts on cardholder behaviors with transactional information that may be available 24 hours after transaction is settled.







**Drive early activation** 



Increase usage and drive top of wallet/device



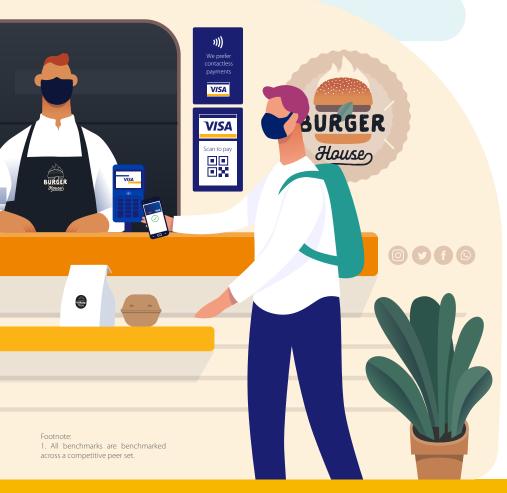
Analyze portfolio performance and profitability



Manage risk and reduce fraud



**Retain customers** 







# Top metrics that matter to the marketing function

- Access to key performance indicators through simple dashboards, heat maps and other visualization tools to monitor the impact of marketing efforts on consumer behavior and business results.
- Daily refreshed key sales metrics (transaction count, transaction amount, and average ticket) by merchant ranked, by sales volume, and by merchant category code with benchmarking.<sup>1</sup>
- Ability to create cardholder's segments based on transactional engagement, spend volume and average ticket.

- Possibility to analyze cardholder behavior based on cash withdrawals vs. point of sale transactions.
- Observe cardholder's behavior in eCommerce, card-not-present & card-present environments coming from digital wallets, contactless payments, QR code and tokenized transactions.
- Visibility to trended KPIs by key industry verticals, over the last 36 months, with comparison to peer data.

## Visa is here to help you

Contact your Visa account executive to learn how *Visa Analytics Platform* can enable data-driven decision making by helping you understand the consumer behavior shift and identify opportunities to maximize your portfolios.



Footnote:

1. All benchmarks are benchmarked across a competitive peer set.

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