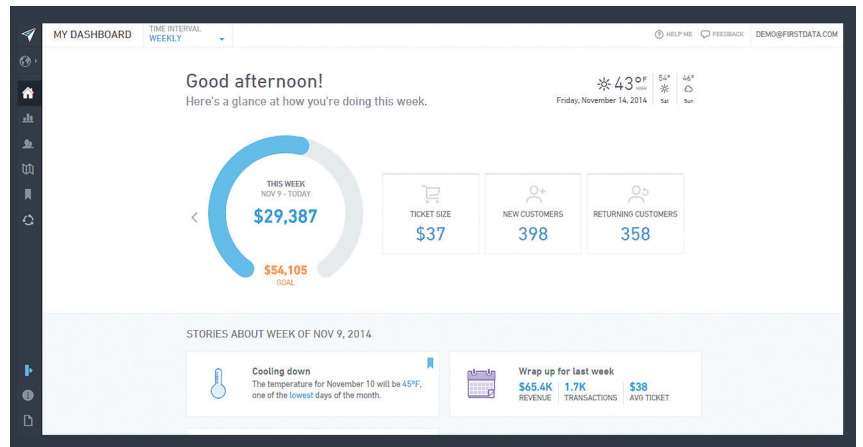




InsighticsSM
by First Data Merchant Services

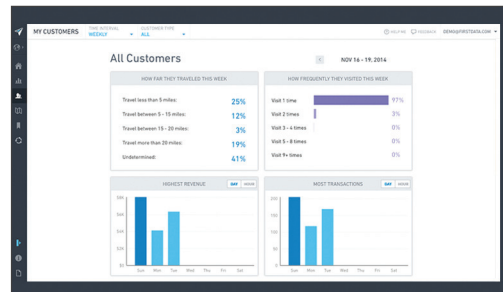


Actionable Insights to help you bring in new business, better target your marketing, compare yourself to similar businesses and more.

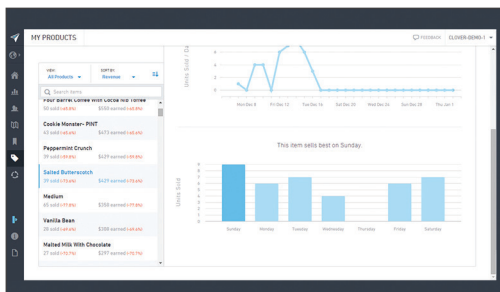
Insightics Solution seamlessly translates Clover and payment data into robust analytics about customers, sales and similar businesses. Gain a comprehensive view of cash and card transaction spending. Understand which products are selling best and worst in different segments. Tie transactions to specific customers to find out who's shopping and what they buy.



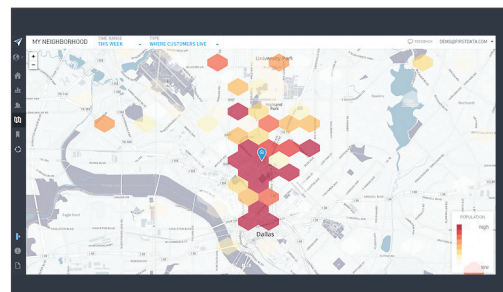
View your total sales on a monthly, weekly, or daily basis



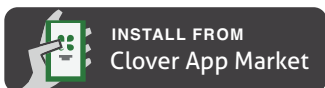
Get profiles of your customers by categories like new, repeat or local – so you can market more effectively



Gather product level trends and insights and pinpoint bestselling products by segment



Understand where your customers are and where they shop so that you can better focus your Marketing efforts



Last updated: Jan 2, 2015

