

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 benchmarks¹—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.



With Visa Analytics Platform, we can provide you with data that may help you to:

-  Drive early activation
-  Increase usage and drive top of wallet/device
-  Analyze portfolio performance and profitability
-  Manage risk and reduce fraud
-  Retain customers



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

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Top metrics that matter to the marketing function

- 1 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.
- 2 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.¹
- 3 Ability to create cardholder's segments based on transactional engagement, spend volume and average ticket.
- 4 Possibility to analyze cardholder behavior based on cash withdrawals vs. point of sale transactions.
- 5 Observe cardholder's behavior in eCommerce, card-not-present & card-present environments coming from digital wallets, contactless payments, QR code and tokenized transactions.
- 6 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.

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About Visa. Visa Inc. (NYSE: V) is the world's leader in digital payments. Our mission is to connect the world through the most innovative, reliable and secure payment network - enabling individuals, businesses and economies to thrive. Our advanced global processing network, VisaNet, provides secure and reliable payments around the world, and is capable of handling more than 65,000 transaction messages a second. The company's relentless focus on innovation is a catalyst for the rapid growth of digital commerce on any device, for everyone, everywhere. As the world moves from analog to digital, Visa is applying our brand, products, people, network and scale to reshape the future of commerce.

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