The Insightics^{SM} Solution

Surprising insights made simple.

Introducing the Insightics℠ 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℠ 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.

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.

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4:21 PM

Stories

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BEST DAY THIS WEEK
Your best day this week was Thursday, November 28th with $70K in sales.

November 28
$70,134.91

80K

60K

40K

20K

0

ther was sunny at 60° F.

When it rains,
your sales fall

▼**25%**

Similar businesses'
sales fall only 10%.

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

Takeaways that help
you take charge.

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

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^{SM} 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.
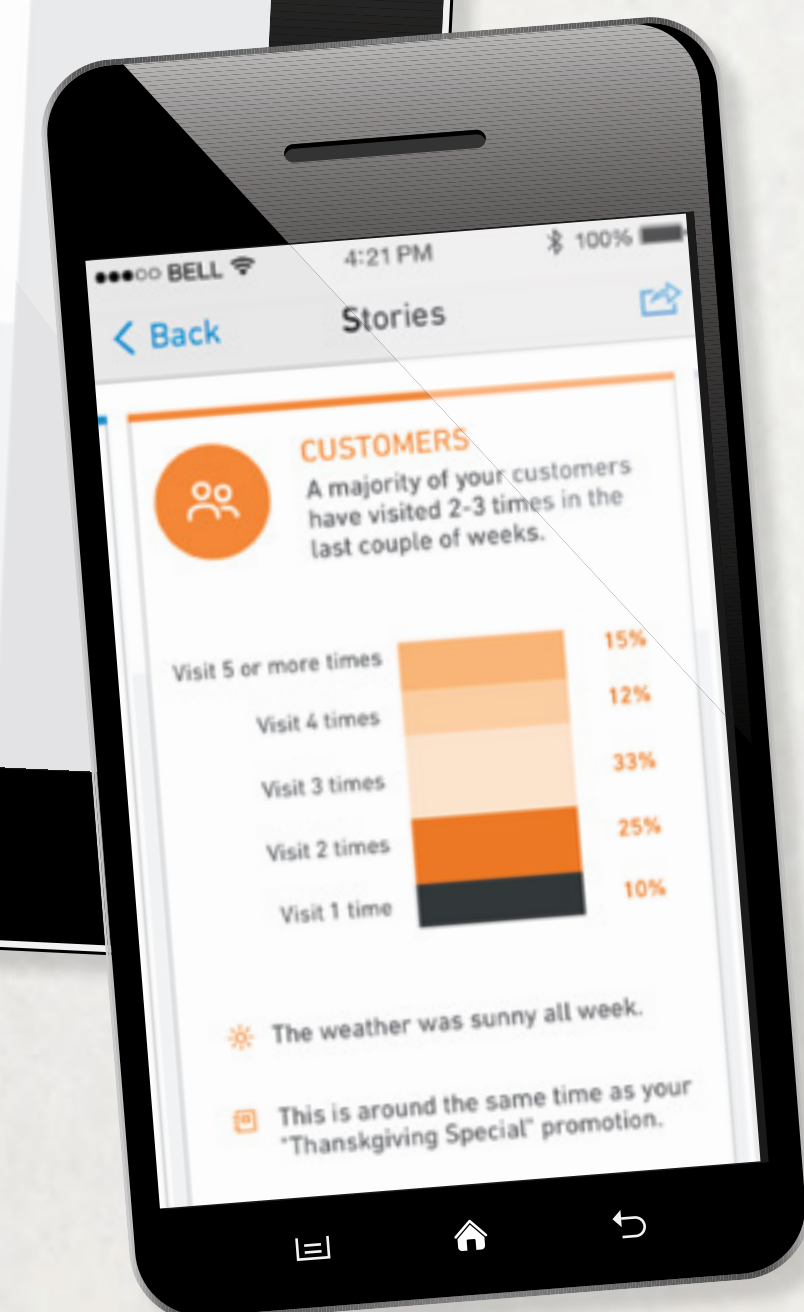
We make it easy.
Insightics snapshots are even sent directly to you, so you have what you need, when you want it.

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.
firstdata.com/insightics

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Fits right into your business.

Whatever your point-of-sale terminal or system, the Insightics Solution will work for you. And if you have a Clover™ Station, you can do even more.

Identify product trends such as bestselling products by segment, and get inventory suggestions on what to order and when.

Get the full picture. Gain a complete view of customer spending, including cash transactions.

Get to know your customers. With Clover Station, transactions are tied to specific customers, so you know who's shopping with you and what they buy.

Get started with the Insightics^{SM} Solution today.

Contact your
Business Consultant

Learn more at
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