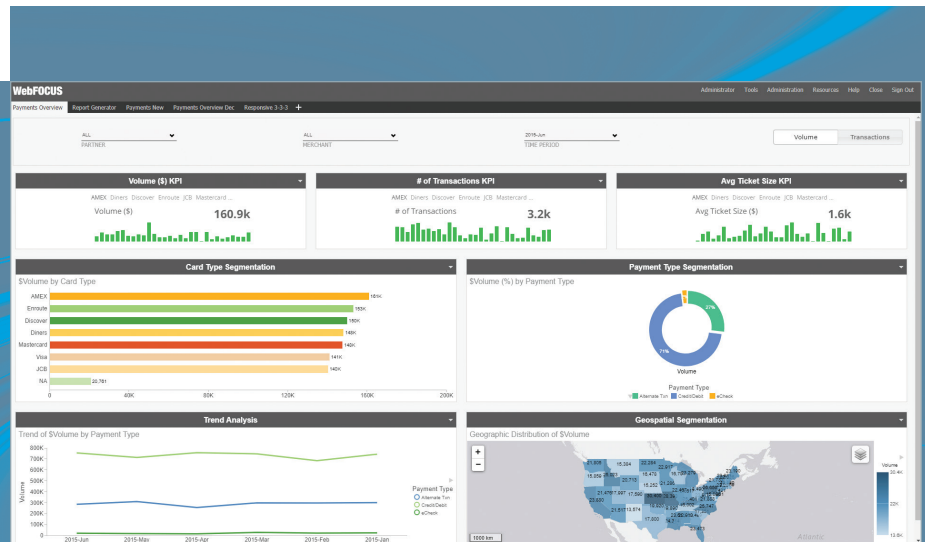


# Accelerator for Payments: Transaction Insights

## Generate Actionable Insights From Complex Transaction Data



Key metrics enable payment processors, acquirers, financial institutions, and merchants to understand their business, with insights into sales volumes, transactions, and customers.

In Partnership With



An Accelerator is a set of pre-configured analytical capabilities designed for specific users in an industry. It provides a jump-start to extend and personalize these capabilities using the full power of the Information Builders data and analytics platform.

**Get Started Now**

Contact us to try it with your own data.

The **Accelerator for Payments: Transaction Insights**, delivered in partnership from DMI and Information Builders, provides executives and operations managers with key payment information and high-performance analytics to drive information-based products and services. Its pre-built content includes an executive dashboard, data description, sample data, key metrics and analyses, and a report generator that enables non-technical users to create their own dashboards and tabular reports. Users get a consolidated view of activity across multiple payment types, including credit cards, pre-paid cards, mobile wallets, and digital currency. These insights allow them to better understand customer demographics and product utilization, and empower them to cross-sell and manage attrition through pricing optimization and targeted marketing initiatives.

### Key Performance Indicators

- Trend Analysis
- Geospatial Segmentation
- Customer Spend Density
- Card Segmentation

### Business Benefits

Payment processors, acquirers, and independent sales organizations need to embrace innovative and scalable technology solutions in order to reinvent themselves to better serve and retain customers, while challenging FinTech disintermediation. The Accelerator for Payments: Transaction Insights provides a unique competitive advantage against FinTech and larger institutions by capitalizing on transactional data in a compelling new way.

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## Find Out More

We can help you succeed.

Talk to your local Information Builders representative to learn how.

Visit us at [informationbuilders.com](http://informationbuilders.com), e-mail [askinfo@informationbuilders.com](mailto:askinfo@informationbuilders.com),  
or call **(800) 969-4636** in the U.S. and Canada. To improve your skills,  
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