

Analytics with local business benchmarking

Market and operate smarter.

By analysing your customer card spend, every business—no matter how big or small, can make smarter data-driven decisions. This can increase operational efficiency and help you get more from your marketing budget by tracking results and adjusting accordingly.

Dashboard

How do my sales compare between new and returning customers?

- A simple dashboard makes this comparison easy to see.
- Compare the total amount of daily spend for new vs. returning customers.
- Total visits, sales volume, and average sales are all measured and recorded.
- Manual event tracking will help you to see how sales are impacted.
- Transaction timings give insight into customer transaction experience.
- Switch between sales income and sales volume.

How will this data help me?

- Target promotions aimed at new or returning customers.
- Track external influences on sales, i.e. add your own notes to the graphics, so you can look back and see how events have affected your sales.
- Use timings to help with staffing rotas.



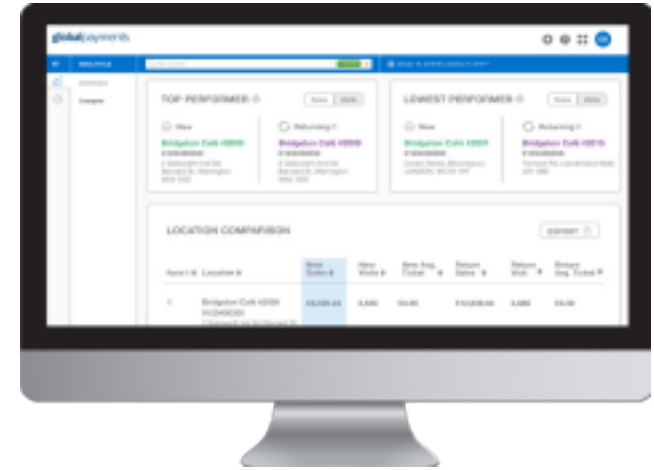
Comparison dashboard

How are my stores performing?

- Multi-location comparison makes this easily identifiable.
- High and low performing locations are automatically highlighted.

How will this data help me?

- Locations can be monitored based on specific activities, i.e. following promotions designed to attract targeted customer groups or promotions aiming to increase average spend.



Benchmark behaviour dashboard

Who attracts more return customers, me or my competitors?

- Competitive benchmarking based on customer behaviour.
 - New and returning customer behaviour is analysed.
 - Records average visits per customer over time.
 - Average transaction breakdown is calculated over time.
 - Recency analysis notifies you how long it's been since a customer has visited.

How will this data help me?

- Understand whether your local competitors face similar or different results—what might they be doing better? Are you a leader?
- Understand if competitors attract regular customers more often than you.



Benchmark spend dashboard

Are my customers spending more on each transaction with me or my competitors?

- Competitive benchmarking based on customer spend.
 - Average spend in the industry.
 - Per customer spend is documented.
 - Spend breakdown organised by day of the week.
 - Average ticket spend is recorded over time.

How will this data help me?

- Understand if your pricing is set higher or lower than local competitors. Can you increase prices and still retain custom? Should you reprice to compete better?
- Do your competitors do better or worse on certain days? This may help you decide opening times to maximise sales opportunities.



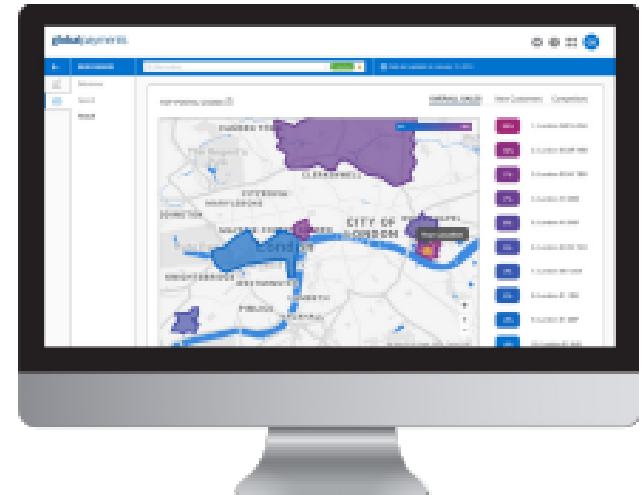
Benchmark reach dashboard

Are my customers based in the same areas as my competitors?

- Postal code heat maps.
- Compare postal codes of:
 - Existing customers
 - New customers
 - Competitors

How will this data help me?

- Use heat maps to identify gaps in customer locations. This will show you if competitors are pulling customers from the same or different areas.
- Use heat maps to identify possible areas for promotions and/or new locations.



For more information, please visit
www.globalpayments.com/business-solutions/merchant-portal
or call 0345 702 3344*

*Lines are open from 9am to 6pm, Monday to Friday, except public holidays.

If you have a speech or hearing impairment, you can call us using the Relay Service by dialling 18001 followed by 0345 702 3344*. Calls may be recorded. To help us continually improve on our service and in the interests of security, we may monitor and/or record your telephone calls with us. Any recordings remain our sole property.

Global Payments is a trading name of GPUK LLP. GPUK LLP is authorised by the Financial Conduct Authority under the Payment Services Regulations 2017 (504290) for the provision of payment services and under the Consumer Credit Act (714439) for the undertaking of terminal rental agreements. GPUK LLP is a limited liability partnership registered in England with company number OC337146. Registered Office: Granite House, Granite Way, Syston, Leicester, LE7 1PL. The members are Global Payments U.K. Limited and Global Payments U.K. 2 Limited. Service of any documents relating to the business will be effective if served at the Registered Office.

Global Payments is also a trading name of Pay and Shop Limited. Pay and Shop Limited is a limited company registered in Ireland with company number 324929. Registered Office: The Observatory, 7-11 Sir John Rogerson's Quay, Dublin 2, Ireland. Service of any documents relating to the business will be effective if served at the Registered Office.