

REACH YOUR BEST CUSTOMERS MORE EFFECTIVELY

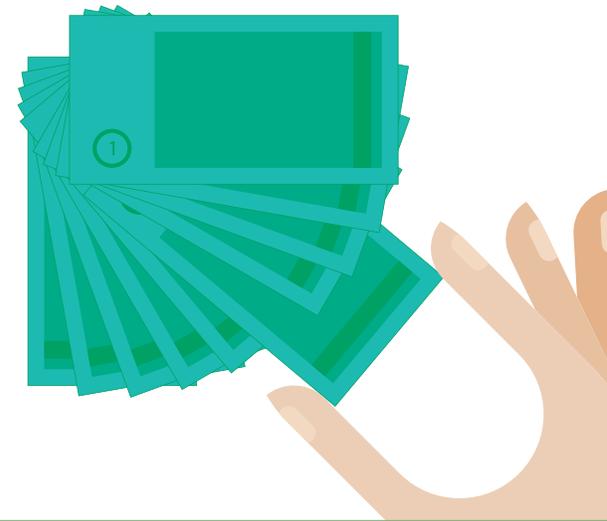


**DataMiner**  
THE TOOLS OF DISCOVERY

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G R O U P  
Multilingual Payment Solutions

# WHAT IS THE BEST WAY TO MARKET YOUR BUSINESS WITHOUT BREAKING THE BANK?

Investing in marketing is necessary for a strong business plan. Data analytics and merchant reporting tools measure both the effectiveness of marketing and the actual sales that result from that marketing to a specific business.



## WHAT IT IS

Data analytics and merchant reporting collect valuable information from your computer, website, customers' credit cards, and other sources. This information is organized and presented to you in an easy, upfront way so you can view the actual figures from your business. This info is readily accessible from any Internet-capable device and is updated live.

- Track and analyze customer buying patterns
- Measure the effectiveness of marketing campaigns
- Increase purchase frequency
- Spot any sales trends
- Receive instant status notifications
- Create a more comprehensive customer profile
- Stay abreast of any key events
- Create and manage reports that outline sales data
- Access payment information anytime and anywhere
- Enjoy user-friendly features
- Manage tax information
- Don't market blindly, use tools!

## 01 | MARKET BETTER, INCREASE SALES

Your business will not grow without marketing. Plain and simple. Many businesses don't use any type of analytics; they market in a haywire fashion, and they never discover the connection between the marketing and resulting sales. Would you start an exercise and diet plan without examining whether the plan delivered results? Of course not! The same goes for marketing, it isn't enough just to market, you need to understand what works and what doesn't work to get the best results: sales.

- Discover what types of marketing are best for you
- Know what products or services to promote
- Pinpoint which customers to target
- Learn when to market
- Realize more sales
- Attract new customers



## 02 | MEASURE YOUR MARKETING

Marketing tools, such as measuring ad campaigns, have existed for years, but, until now, there has not been a way to examine both the effectiveness of marketing as well as the actual sales that result from that marketing. So what does this mean exactly?

Where existing electronic marketing tools can, for example, show how many clicks an ad campaign receives, data analytic tools and merchant reporting can show the clicks and the ultimate sales that result from that campaign. Data analytics provide merchant reports that outline sales data, such as what products are viewed or bought the most and the days and times of each. These tools can analyze not only the effectiveness of a marketing campaign, but also how effective it is when first launched and its effectiveness as time progresses.

- Measure the effectiveness of marketing campaigns
- Measure effectiveness of campaigns from release and over time
- Spot any sales trends
- Spot buying trends



## 03 | UNDERSTAND YOUR CUSTOMER PROFILE

Data analytics go beyond merely displaying customer profile interests, they analyze customer buying patterns. By using this information, a business can create a more comprehensive customer profile delineating actual buying patterns.

- Create a more comprehensive customer profile
- Track and analyze customer buying patterns on a whole and individually
- Follow what products and services customers click on most and/or buy most
- Learn where your customer is
- Review when your customer is browsing your site



## 04 | MANAGE YOUR BUSINESS BETTER

Eventually, all card and Internet sales will incorporate data analytics and merchant reporting, so utilizing these tools now will prepare you for the future. Using these tools will also ensure your marketing dollars are well spent and give you a competitive edge over businesses that don't employ them now.



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## How it works | Restaurant Scenario

You're the owner of a popular little restaurant in the center of town. You notice that throughout the work week, you have different types of diners during the day and during the evening. You also notice you get a completely different crowd during the weekend. But what does that all mean? If you're using data analytics, then you can learn about your customers' buying patterns and better market to them. For example, maybe you learn that your weekday luncheon patrons are making more health-conscious orders, so you could offer more lunch salad specials. Having such data means you can make better marketing, purchasing, and promotional decisions based on your actual customers. Plus, you can then monitor the success of any marketing, purchasing and promotional decisions to confirm the value of these results.



## How it works | Retail Scenario



You're the owner of a children's clothing boutique with a great reputation in your local community. After many successful years, you're ready to expand and open a second store, but you're scared you won't develop a strong customer base. So you decide to employ data analytics tools and information to identify where your clients live. You soon discover some of your best online customers live in a not-too-distant community. Now you have a better idea of where you have growth potential, and once you expand, you can track how effective you are in your efforts.

## GET STARTED

A part of being a successful business owner is knowing your own business, but reviewing sales records and inventory just isn't enough in this modern age. Data analytics and merchant reporting tools give you the information you need to grow your business. We've developed Dataminer to be as helpful and indispensable to you as your cell phone.

**You can test drive Dataminer for free for 60 days.** Try it, because once you put it into action and see the results, you'll wonder how you ever lived without it.

Call your local sales representative today. You have nothing to lose and everything to gain!

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