

ACTIONABLE INTELLIGENCE TO MEASURE MARKET BEHAVIORS, OPTIMIZE STRATEGIES, AND GROW SALES

Technology. It's the great enabler of just about everything. But is it helpful to you? If you want to grow relationships and sales and you're driven to know customers, what motivates the next purchase, and what advertising and marketing works, nothing beats an actual customer purchase. Tying marketing spend with a real customer purchase has been a hard leap to make with accurate, recent, relevant data that's easy to access, and from a single source. Until now.

Nothing expresses consumer intent like a real payment. Now you can solve one of the top problems in retail marketing: quickly identifying marketing that works and doesn't work.



Accelerate revenue through optimized processing while reducing costs.

Worldpay from FIS TruSpend is the single source of actionable, credible intelligence. It lets your marketers connect the dots between consumer purchase activity and marketing spend, in near real time, so they can optimize advertising, customer strategies, and sales growth.

Offered in partnership with Commerce Signals, Worldpay TruSpend helps solve one of the top problems in retail marketing: knowing quickly what marketing is and isn't working.

Key benefits:

- Connect advertising impressions to actual purchase data to better understand the ads that are driving sales
- Eliminate marketing efforts that are not delivering results
- Refocus marketing spend on the tactics that are driving incremental sales

Contact your Relationship Manager to learn more.