TruSpend Shopper Analytics

# **BE SUCCESSFUL WITH TRUSPEND SHOPPER ANALYTICS**

Informed Decisions That Help You Grow and Thrive

# **TruSpend Essential**

Know your business performance

Essential	Lite (Monthly Emails)	You will continue to receive these monthly emails to help you spot positve trends as well as trouble spot that need your attention.
	Sales Summary	Easily see trends in your revenue, transaction counts, and average purchase size all broken down by day of the week.
	Customer Analysis	Card count data helps you quickly understand traffic level trends so you can see peak times of day as well as same card use per day.
	Location Comparison	This single view dashboard helps you easily compare how different locations are performing compared with each other.

## Sales Summary: Daily

In this view the merchant can view their trend of total revenue, transaction counts, and average purchase size.

This information can help the merchant understand their trends with sales and purchase size performance.

TIP: to access this view select the "Daily" tab above each chart.



## Sales Summary: Day of the Week

In this view the merchant can view their revenue, transaction counts and average purchase amounts by day of week and part of day.

This information can help a merchant better understand their peaks and valleys in sales performance during the course of a day and over the course of a week.

TIP: to access this view select the "Day of the Week" tab above each chart.



# Sales Summary Info Button Text



### TruSpend Shopper Analytics Sales Summary ()



### Sales Summary

On the Daily tab, view your Revenue Amount, Transaction Counts, and Average Purchase size trends by day. Use this information to understand your trends with sales and purchase size performance in an easy snapshot view.

You can also view these same performance metrics by day of week and hour of day on the Day of the Week tab. Use this information to better understand peaks and valleys in your sales performance over the course of the day and week.

Change the time period by selecting either 1 Month, 3 Months, 6 Months or Year-To-Date. You can also select a custom time period by day for all metrics going back 24 months.

Close ×

# Customer Analysis

In this view the merchant can view their trend of the total number of cards within the selected time period.

This information can help the merchant understand their trends with customer traffic.



# Customer Analysis Info Button Text



**TruSpend Shopper Analytics** 

### **Customer Analysis**

View your unique Card Count trends by day. Use this information to understand trends with your customer traffic.

Unique Card Count refers to if a customer makes a purchase with the same card twice in one day then that card is only counted one time.

Change the time period by selecting either 1 Month, 3 Months, 6 Months or Year-To-Date. You can also select a custom time period by day for all metrics going back 24 months.

Close X

MUCHO TACO: 4901 PALM

# Location Comparison

For merchants that have multiple locations (or MIDs), this screen provides them a single view of all measures for all locations in one place.

Here, they can see which locations drive the most/least revenue, highest/lowest transactions, and/or highest/lowest average purchase size.



# Location Comparison Info Button Text

### TruSpend Shopper Analytics Location Comparison ①



### Location Comparison

View your Revenue Amount, Transaction Counts, and Average Purchase size for all locations in a single view.

Use this information to better understand which location drives the most/least revenue, highest/lowest transactions, and/or highest/lowest average purchase size.

Change the time period by selecting either 1 Month, 3 Months, 6 Months or Year-To-Date. You can also select a custom time period by day for all metrics going back 24 months.

Close ×

# **TruSpend Premium**

Know your business performance

Premium	Lite (Monthly Emails)	You will continue to receive these monthly emails to help you spot positve trends as well as trouble spot that need your attention.
	Essential Dashboards	With Premium you will receive the Essential level dashboard views plus critical insight to compare your business to market and peers.
	Market Health Report	Geological maps show the health of consumer spending across merchants in surrounding zip codes with month and year to date trends.
	Peer Comparison Report	Quickly see how your business is performing against your local peers and competition with revenue, transaction volume and average purchase size.

# Market Health

In this view the merchant can view how spending has grown or declined in their zip code as compared to the zip codes in their surrounding area.

This information can help the merchant understand the health of consumer spending across all categories and merchants in their local area.

TIP: to change the time period use the drop down box at the top right of the screen. To change the comparison period, use one of the tabs – Month Over Month, Monthly Growth by Year, Year Over Year.



# Market Health Info Button Text



### TruSpend Shopper Analytics Market Health ①



### Market Health

View how spending in your zip code and surrounding areas has increased or decreased. Use this information to understand the health of consumer spending in your local area.

Select one of the following:

Month Over Month - Refers to the change in spend from one calendar month to the next. For example, February 2020 versus January 2020.

Monthly Growth By Year - Refers to the change in spend in one month compared to the same calendar month a year ago. For example, February 2020 versus February 2019.

Year Over Year - Refers to the change in spend in one twelve month period compared to the same twelve month period a year ago.

For example, January 2019-December 2019 versus January 2018-December 2018.

Close ×

## Peer Comparison: Revenue

In this view the merchant can view their trend of total revenue, transaction counts, and average purchase size benchmarked to their peer group.

This information can help the merchant understand their trends with sales and purchase size and how that compares to the rest of the market.

TIP: to access this view select the "Revenue" tab at the top left side of the page.



## Peer Comparison: Growth\*

In this view the merchant can view their percent change trend for total revenue and transaction counts benchmarked to their peer group.

This information can help the merchant understand their business growth/decline and how that compares to the rest of the market.

TIP: to access this view select the "Growth" tab at the top left side of the page.



# Peer Comparison Info Button Text



MUCHO TACO: 4901 PALM BEACH 3 Mo Peer Comparison On the Revenue tab, view your Revenue Amount, Transaction Counts, and Average Purchase 11.2 size by day for your business and similar business. Use this information to understand how your sales performance trends compares to that of your peer group. Change the time period by selecting either 1 Month, 3 Months, 6 Months or Year-To-Date. You can also select a custom time period by day for all metrics going back 24 months. On the Growth tab, you can also view the percentage change for these same performance metrics for your business and similar businesses. Use this information to understand how your sales performance increases or decreases compares to that of your peer group. Select one of the following: 1 Month - To view the percentage change of the metric by day of the selected month as compared to that same day and month a year ago. For example, February 1, 2020 versus February 1, 2019. Month Over Month - To view the percentage change of the metric from one calendar month to the next. For example, February 2020 versus January 2020. Monthly Growth By Year - To view change in percentage of the metric from one month to the same calendar month a year ago. For example, February 2020 versus February 2019. Year Over Year - To view change in percentage of the metric from one 12 month period to the same 12 month period a year ago. For example, January 2019 - December 2019 versus January 2018 - December 2018. Close X