

PUT POWERFUL PAYMENTS DATA TO WORK

Consumers are constantly making purchase decisions. How to buy? Where to buy? When to buy? The answers to these questions are ultimately impacting your business. You need to know how your customers are spending and what influences their decisions.



Unlock meaningful data



Identify market trends



Assess local competition



Benchmark against peers

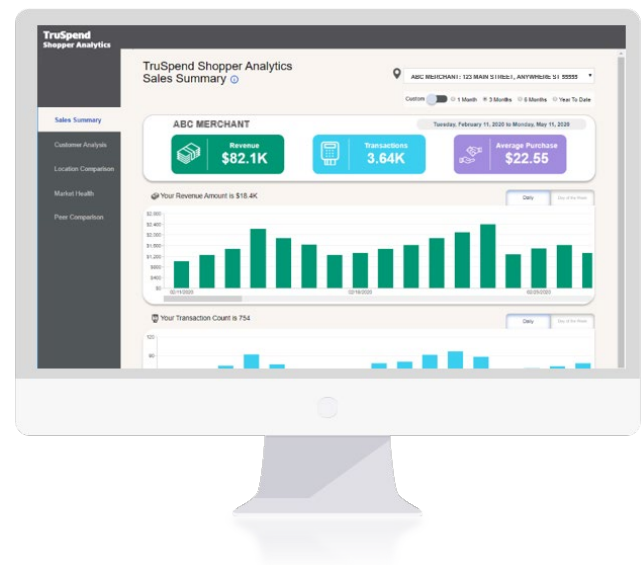
Meaningful data at your fingertips

As a small business, you don't have time to sort through volumes of payment data. Gathering and interpreting data from multiple sources makes it difficult to know what actions to take. Tying actual payment data to business performance should be clear, not complex.

With Worldpay from FIS TruSpend Shopper Analytics, small businesses can unlock real, meaningful data, with the right frequency that gives you insights right down to the local level.

Key benefits

- Quickly and easily understand how your business is performing
- Identify market trends and assess your local competition
- Make changes and take action for your business



Grow relationships and sales

TruSpend allows small businesses to quickly and easily unlock payment data to understand how their business is performing, identify market trends, assess their local competition, and take action for their business. It's a single source of actionable, credible intelligence on your customers and their spending habits—information you can use to grow relationships and sales.

TruSpend Shopper Analytics by tier

ESSENTIAL

Limited Access to Portal

- Receive access to the Sales Summary, Customer Analysis, and Location Comparison reports
- Receive key insights weekly (e.g. average sales, average purchase price, and average number of transactions) right to your inbox

PREMIUM

Full Access to Portal

- Receive access to the Market Health and Peer Comparison reports
- Receive access to the Sales Summary, Customer Analysis, and Location Comparison reports
- Receive key insights weekly (e.g. average sales, average purchase price, and average number of transactions) right to your inbox

We help connect the dots

Be in the know about your business, local market spending and competitors. Learn how Worldpay from FIS can help you connect the dots between your business and consumer payments trends with TruSpend Shopper Analytics.

Measure market behaviors, optimize strategies and grow sales.

Contact us to learn more.