

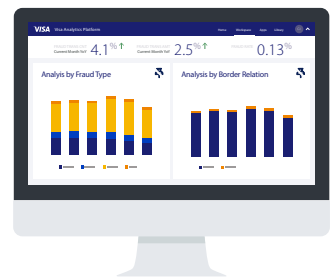
# Becoming insight focused and performance driven

## Key metrics for the product function

During demanding times, it's important for issuers to establish trust with consumers by basing decisions on data and using insights and industry benchmarks<sup>1</sup> to identify areas where they can help clients to better navigate difficult situations.

### Visa Analytics Platform

is a powerful application suite that delivers data-driven insights and industry benchmarks<sup>1</sup> —all backed by Visa's global payment network and state-of-the-art data science. It offers an expanding range of applications, dashboards, reports and tools that can help throughout the different areas of issuers to uncover game-changing opportunities.



**With Visa Analytics Platform, we can provide you with data that may help you to:**

-  Drive early activation
-  Increase usage and drive top of wallet/device
-  Analyze portfolio performance and profitability
-  Manage risk and reduce fraud
-  Retain customers



Footnote:  
1. All benchmarks are benchmarked across a competitive peer set.  
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**VISA** everywhere you want to be



# Top metrics that matter to the product function

- 1 Key daily settlement sales metrics (transaction count, transaction amount, average ticket) by Visa product.
- 2 YoY monthly aggregated transaction count, transaction amount, and cardholder count for the last 36 months with benchmarking<sup>1</sup> data.
- 3 Ability to create cardholder's segments based on transactional engagement, spend volume and average ticket.
- 4 For installment vs. non-installment payments, key sales metrics (transaction count, transaction amount, average ticket) and Visa product, based on sales transactions.
- 5 Observe portfolio's behavior in eCommerce, card-not-present & card-present environments coming from digital wallets, contactless payments, QR code and tokenized transactions.
- 6 Measure portfolio activity rate by vintage: active account count, spend per active account, transactions per active account and average ticket.
- 7 Consumer spend behavior at different levels: industry, merchant segment and merchant by daily and aggregated key sales metrics.

## Visa is here to help you

Contact your Visa account executive to learn how **Visa Analytics Platform** can enable data-driven decision making by helping you understand the consumer behavior shift and identify opportunities to maximize your portfolios.



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