

# 10 THINGS TO KNOW ABOUT PAYMENT DATA

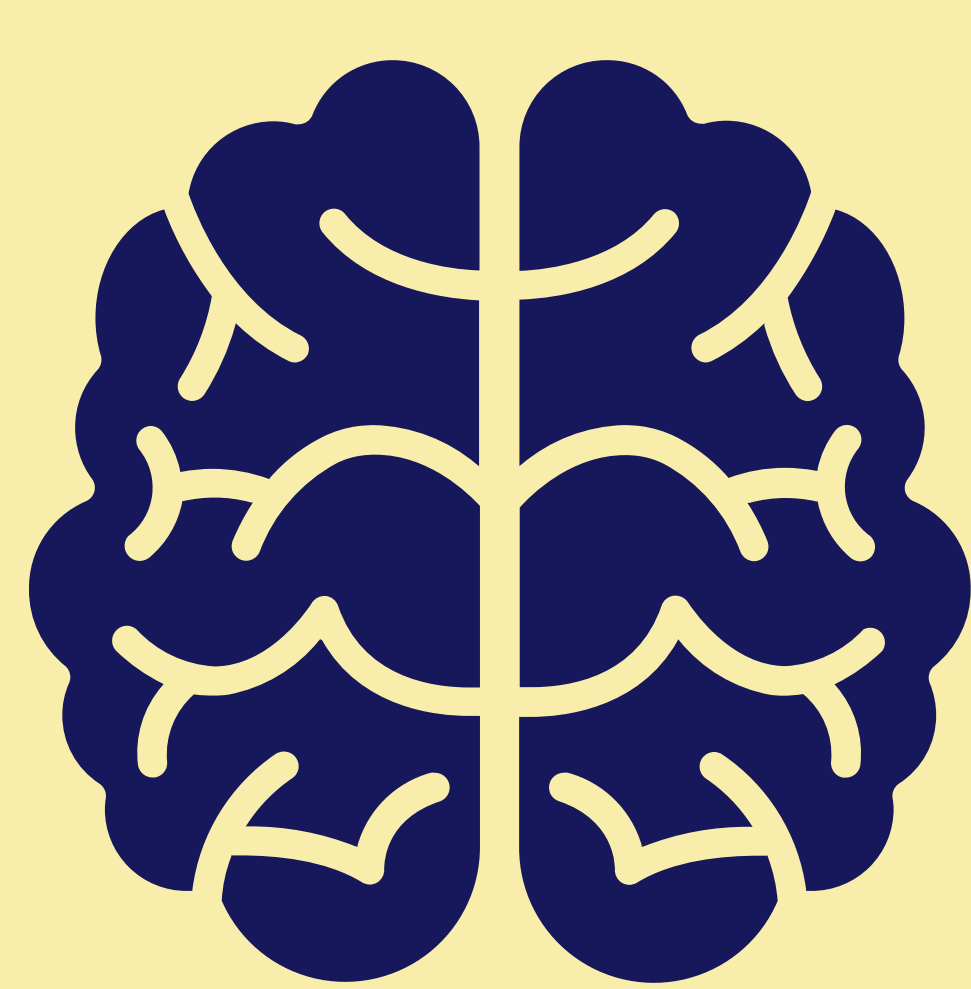
(AND WHY YOU CAN'T GROW YOUR BUSINESS WITHOUT IT)

1

It's the ultimate shopping behavior knowledge, first-party and natively omnichannel, to build the best new-gen personalized shopping journey, online and offline, and relationships between shoppers and brands



2



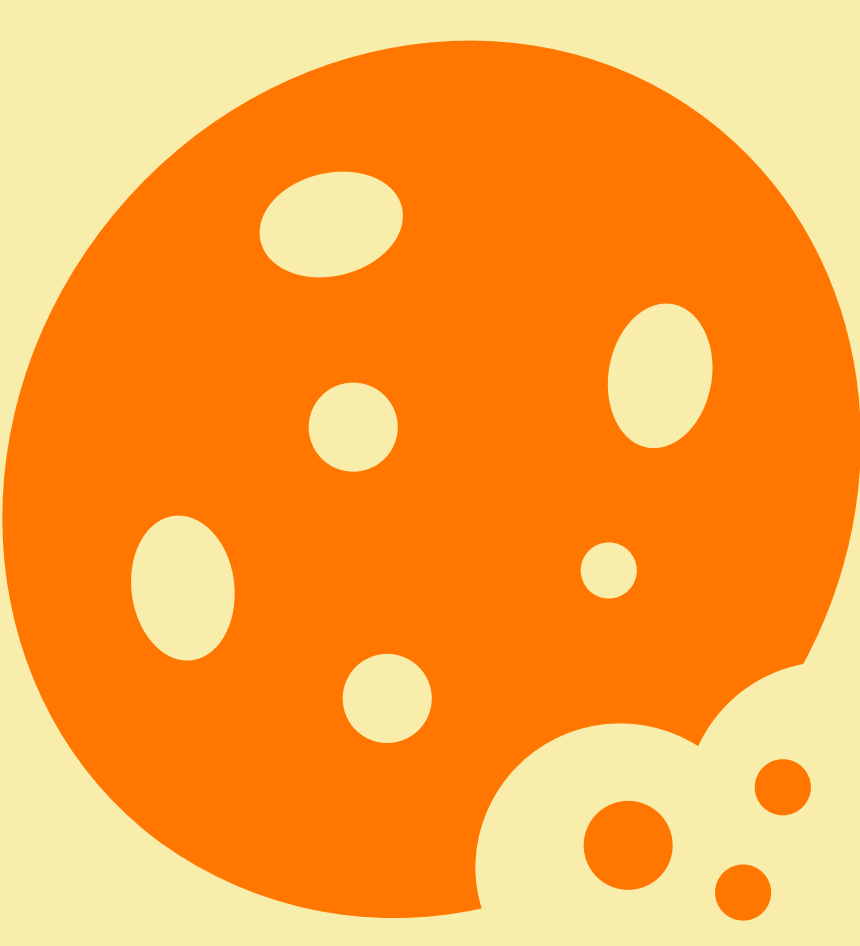
Its analysis gives access to never seen before insights about shoppers' spending to take better decisions and target them with exclusive benefits

3

It sends back traditional data (footfall, wifi) to the stoneage. Payment data is a gold mine, from frequency of visits to number of stores visited, average basket per store, penetration rate, halo effect...



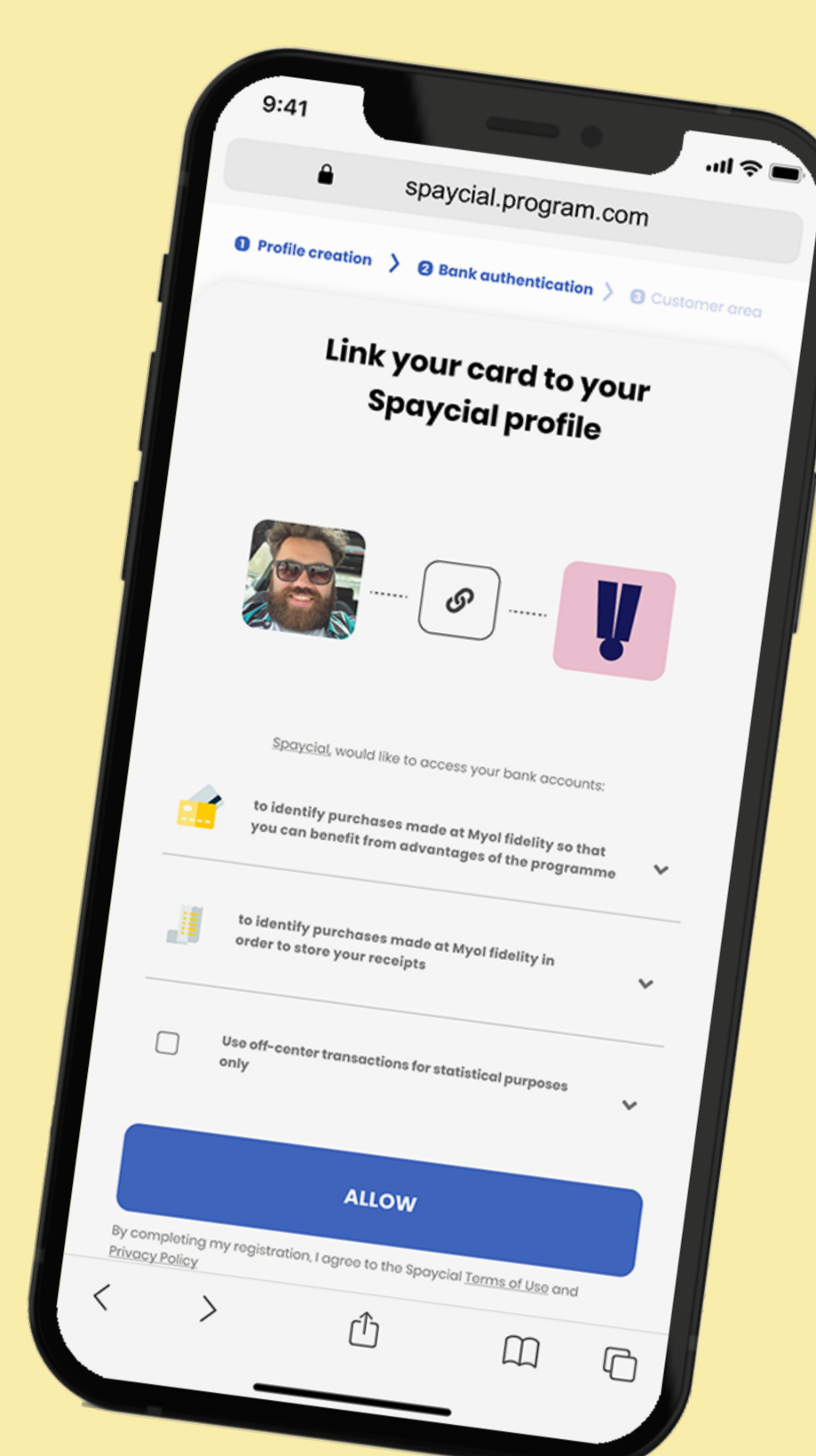
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It is the best replacement of soon-to-disappear third-party cookies : with payment data, your shopper knowledge is finally optimum : "you buy what you buy"

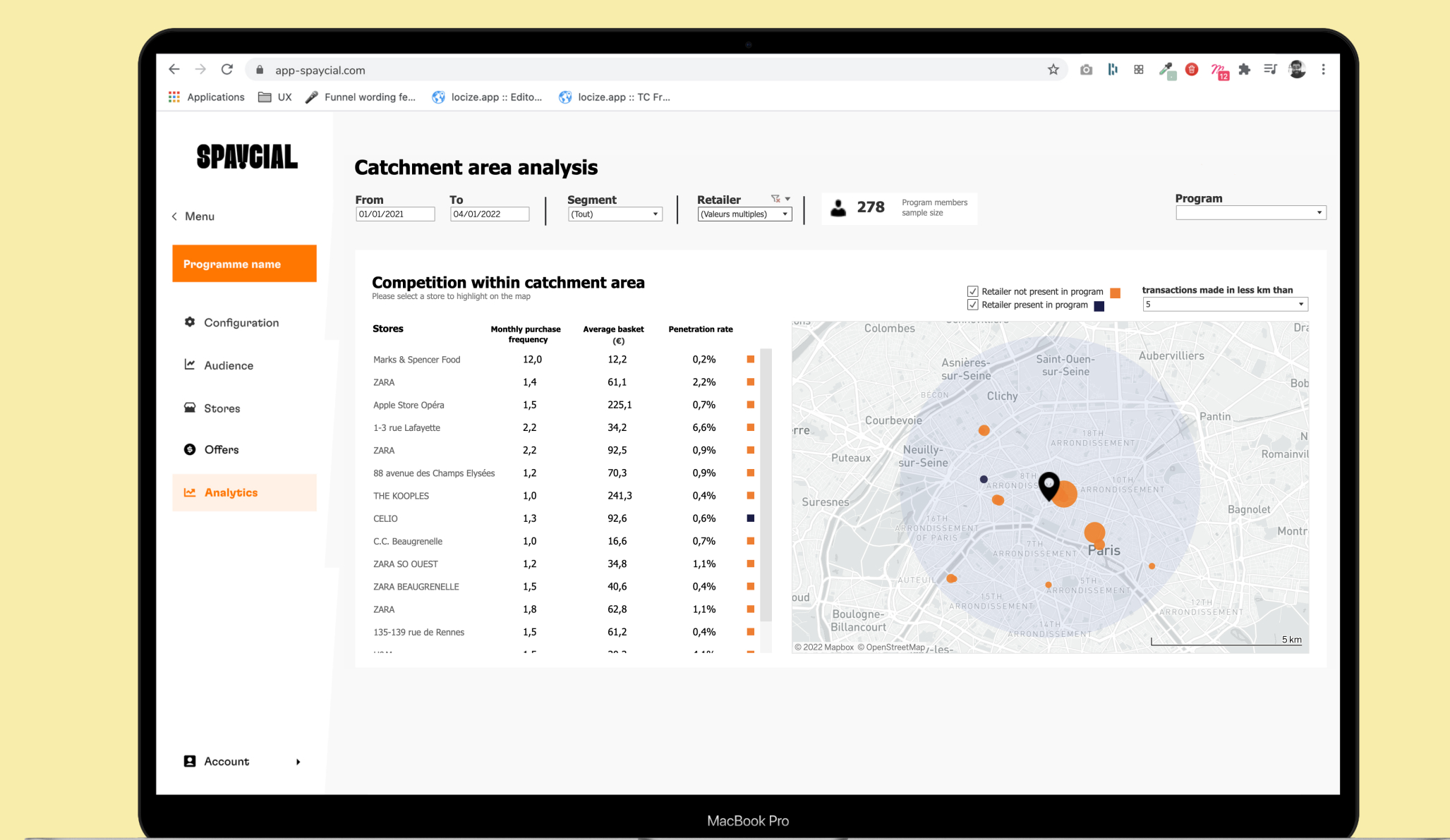
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It's safer for shoppers : PSD2 -which secured payment data access-, GDPR and 90-day consent all protect shoppers like never before



6

As it opens the door to a catchment area vision, it gives you a unique leverage to outperform competition and attract more shoppers



7

With in & out-of-program, in & out-of-store analysis, your knowledge of shoppers goes further than ever



8



It allows a refined segmentation of shoppers leading to top-notch marketing activation, from anti-churn to next purchase intent and brand affinity campaigns



Potential Churners



Fanatics



Life Events



Returners



Custom Segment

9

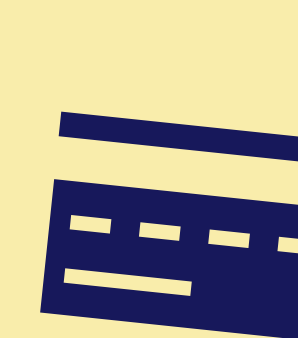
To launch payment data-based strategies, brands simply need shoppers to linked their card at payment to enjoy their exclusive benefits : rewards, cashback, Buy Now Pay Later, VIP offers...



REWARDS



CASHBACK



BNPL



E-RECEIPT

10

Payment data is easily integrable (no hardware nor POS integration needed) in your programs or CRM thanks to a payment service provider.

