

CUSTOMER DATA ENHANCEMENT

Infuse Your Customer Lifecycle Marketing with Purchase Behavioral Insights



Imagine the boost to your marketing effectiveness if you had insights into your share of wallet, frequency of visit and average amounts spent with you vs your competitive set appended to your customer database to action in your customer marketing campaigns?









Drawing from analysis of anonymized and aggregated purchase behavior across the MasterCard network, **MasterCard Customer Data Enhancement** enriches your customer file providing a clearer picture of your customers' loyalty and upside potential. This allows you to fine-tune your marketing and promotion efforts winning a greater wallet share. And since this insight is embedded in your own in-house systems, you can directly action to refine your overall customer lifecycle management at every touch point.



Logistics

A proprietary and patent pending linkage methodology connects MasterCard behavioral data with your customer data. Most metrics available for quarterly or monthly refreshes.

CDE Standard Core Metrics (Updated Quarterly):

	Share Of Wallet		Average Industry Spend (\$)
	Share Of Visits		Channel Share (%)
	Average Transaction (#)		Channel Visits (#)
	Average Transaction Size (\$)		Propensity Model Options (Refreshed Monthly)

Amplify your marketing by infusing customized MasterCard data-driven decision making metrics appended directly to your customer file to **boost performance of your omni-channel marketing effectiveness** via your own marketing systems or via MasterCard's turn-key marketing capability solutions.



Contact MasterCard Advisors now.

For a whole wallet view of your customers, contact MasterCard Advisors and inquire about Customer Data Enhancement. For more information, visit us at www.mastercardadvisors.com.