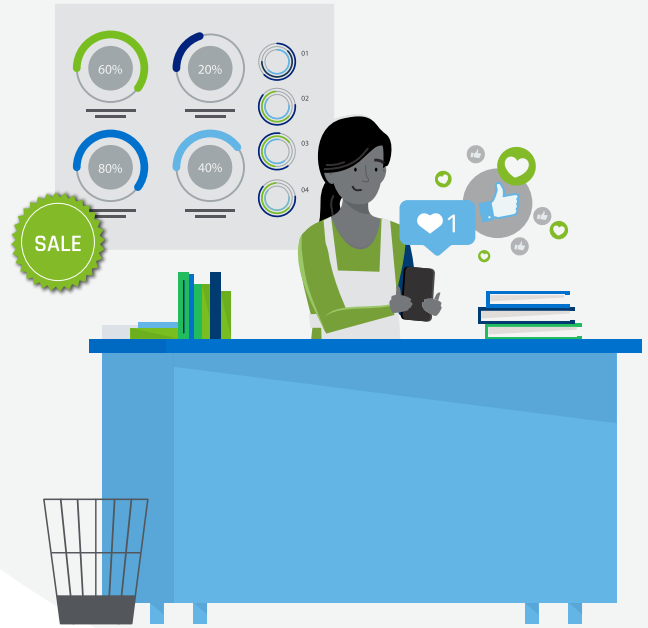


CUSTOMER ANALYTICS,
DEMOGRAPHICS & SOCIAL REPUTATION

It's Easier to Fish When You Know the Waters



Fish where the fish are. That's sage advice for the boat and for your business. There are so many potential customers... but how do you reach them? And what works? Easy to operate, Xenial delivers business smarts to help you learn where your customers are, what they're looking for, and more.

Maximize your marketing dollars by analyzing your payments, POS data and consumer info in one place. See buying cause-and-effect brilliantly laid out and straightforward to understand. Discover customer spending patterns and the financial impact to your business. Quickly test, revise and scale up what promotions and marketing programs are working.

And, Xenial Demographics taps a huge consumer database to help you understand more about who's buying like age, income, gender, education and where they live. Heat maps and charts give you visual information instead of hard-to-understand numbers.

Of course you want to know what they say about you and where you rank in their preferred list of businesses. Xenial Social Reputation pulls together all the ratings and reviews from all the major social platforms into a single place. Best of all, it's completely interactive. You log in once to view all your reviews instead of trolling all your different accounts. The platform prompts you with best responses to reviews saving you time and increasing your social reputation.

Test the waters but keep your store basket brimming with new customers with Xenial.



**XENIAL
CUSTOMER
ANALYTICS**



**XENIAL
CUSTOMER
DEMOGRAPHICS**



**XENIAL
SOCIAL
REPUTATION**

Turn Guessing into Knowing Your Customer

Learn more about your customers
to build relationship and sales

SUMMARY VALUES

- Boost profitability
- Increase marketing effectiveness
- Know your customers better
- Focus promotions on new customer acquisition
- Boost your social platform reputation



FEATURES

Xenial Customer Analytics, Xenial Demographics and Xenial Social Reputation gives you the power to:

- Compare new vs returning customer marketing effectiveness
- View promotions engagement among new and returning customers
- View demographics visually and by data
- Understand business impact from weather
- See data from 8 major social platforms in one place (Yelp, Google, Facebook, OpenTable, Trip Advisor, Foursquare, Superpages.com, and Citysearch)
- Review and reply to social platforms including system generated best answers — in one tool
- See all customer data in a single online platform
- Monitor progress easily using visual dashboards
- View data by whole enterprise, region or individual location, with easy output and sharing
- Start with one product and easily add more capability
- Access from anywhere with any internet connected device



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A Global Payments Company

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