

# Transform cardholder data into compelling marketing campaigns.

MARKET STRATEGICALLY • GROW PROFITS • MANAGE RISK



**See the big picture, then dig into the details.** Track cardholder spending patterns and gain valuable insights into member behaviors so you can deliver relevant marketing offers. You don't have to be a data analysis expert—you just need the right tools. SmartLook provides easy-to-understand reports in a clean, visual format. This web-based platform simplifies complex portfolio information so you can deliver the right offer at the right time to the right cardholders.

## Top Reasons to Use SmartLook

- 1 Spot cardholder behaviors** with powerful visual tools
- 2 Formulate marketing strategies** based on actionable insights
- 3 Monitor and grow profits** using timely business intelligence
- 4 Manage credit risk** with a detailed view of cardholder activity

## SmartLook Offers:

- Visual dashboards with storyboard views for easy browsing of high-level trends and cardholder details
- Analytics that let you segment and target cardholders based on behavior
- Reports that give you the big picture and the details on cardholder transactions
- Access to record-level data that enables smarter, better-informed marketing campaigns

# What's In It

SmartLook's visual dashboard provides storyboard views that make it easy to browse high-level cardholder behavior trends, then look closer at the details so you can take marketing actions. SmartLook provides account level data at your fingertips.

### Transactional Reporting:

- Reporting by merchant, plus details with sales, interchange and international trending
- Target inactive cardholders or those who are paying down balances

### Financial Reporting:

- Overview with portfolio level interchange, net interest and non-interest reporting

### Portfolio Management:

- Reporting with TRIP and Month-on-Book Analysis

### Rewards Reporting:

- Reporting for redemption points earned, points balances, points due to expire and more

# Is It Right for You?

Credit Union Challenges	SmartLook Solutions
I want to see the big picture of our cardholders' spending behavior.	A visual dashboard lets you easily browse high-level behavioral trends.
I want to dive deep into the specific transactions our cardholders make.	Record-level data gives you access to the details you're looking for.
I want to market to card members with the most potential for results.	Powerful segmentation tools and transactional reports enable informed marketing decisions.

For more information, contact Business Development at 800.782.9042, option 4 or send an email to [solutions@coop.org](mailto:solutions@coop.org)

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