Turbocharge Your Loyalty Program with Personalization

Engage 100% of Your Customers with No Extra Effort

PayiQ's new Payments Intelligence® solution transforms everyday transactions into first–party data on all card-paying customers. This gives businesses an entirely new lens into the behaviors and purchasing preferences of every previously anonymous customer by extracting line-item data from every payment transaction.

Individual customer profiles are automatically created and securely stored for every purchase across all channels online and offline. This includes:

- SKU-level data
- Purchase patterns
- Product preferences
- Location
- Frequency
- Lifetime spend

All consumer data is secured by PayiQ's proprietary tokenization technology and eliminates data compliance risk. Best of all, Payments Intelligence® operates seamlessly in the background and doesn't require any change in behavior from your customers or employees.

Transform the accuracy and efficiency of your marketing operations by engaging customers with personalized offers and messages that surprise and delight them – driving engagement, loyalty, and revenue.

Operates seamlessly in the background

Allows you to capture buying behaviors and preferences

Builds detailed customer profiles over time

Transform your business with Payments Intelligence®, visit us at: www.pay-iq.com

PayiQ

PROCESSING INNOVATION