



MX INSIGHTS

Understand your business and
stay ahead of the competition



MX Insights gives you the tools to understand your customers and monitor the competition, helping you grow sales and improve customer retention.

Gain the advantage with MX Insights.



Measure
How is my business performing?



Identify
How loyal are your customers?



Compete
How can I get more customers?

- When paired with your **MX Merchant** account, MX Insights unlocks robust reporting and access to enhanced payment tools.
- Track customer spending patterns by time of day, purchase amount, and demographic segment.
- Identify your top customers, how they spend with competitors, and the share of their spending you capture.
- Compare your performance with up to 10 local competitors.

Contact Davis Trust Company or visit davistrust.com

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