



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 Farmers State Bank at
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Additional costs may apply for processing, equipment, software, and other related services.

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