



# 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.

For more information contact State Bank at  
**618.939.7194 | [merchantservices@sbw.bank](mailto:merchantservices@sbw.bank)**

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Additional costs may apply for processing, equipment, software, and other related services.

