

# MX INSIGHTS

Analytics to understand your business and outsmart competition



**MX Insights provides intelligence on your competition and an understanding of your customer demographics, including key data to help you boost sales and drive loyalty.**

- When added to your MX Merchant account, MX Insights provides robust reporting and access to a variety of enhanced payment modules.
- Track performance based on customer spending by time of day, average spent and demographic segment.
- Find your best customers, how they spend with competitors and how much of their wallet-share you're seeing.
- Benchmark your company against up to 10 similar businesses in your area.

Additional fees may apply for some services.

**Contact Security First Bank of North Dakota or visit [securityfirstbank.bank](https://securityfirstbank.bank)**

