

Raise your marketing game — and bring in new customers.

The InsighticsSM Solution is easy-to-use software that uses your own sales information to help you identify business trends and opportunities.



Bring in new business. Easily see your customers' spending patterns so you can find more like them.



Better target your marketing. Get profiles of your customers by categories like new, repeat or local—so you can market more effectively.



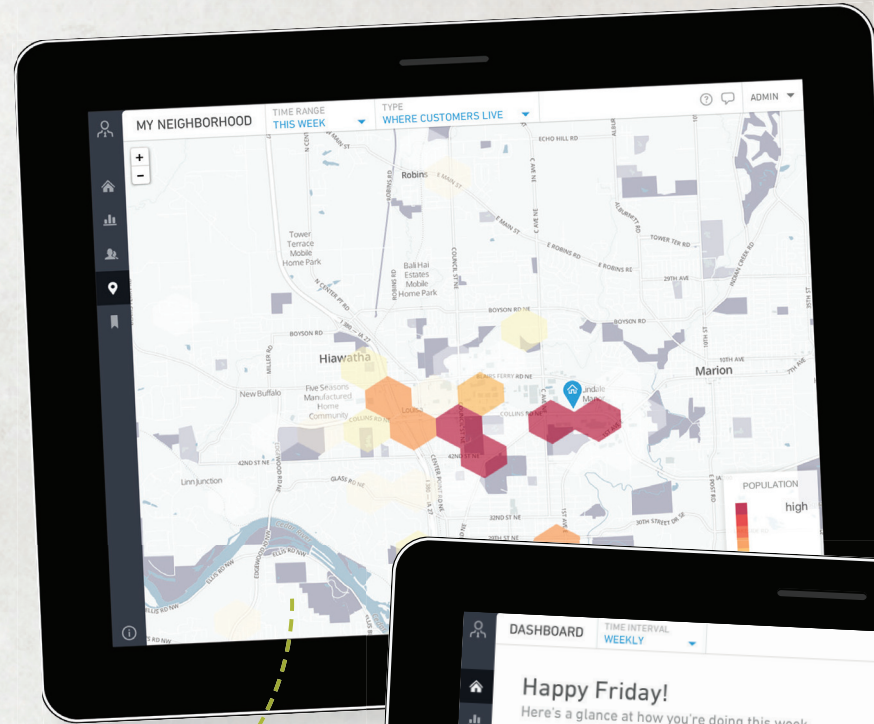
See amazing results. Understand the impact of your marketing efforts and receive insights that will help improve your future efforts.



Check out similar businesses. Know how you stack up by comparing your sales to a group of similar businesses.*

*Information about other businesses is always anonymous and aggregated so that identity is protected.

LEARN MORE ABOUT THE
INSIGHTICS SOLUTION TODAY.
www.fdiscentraltx.com

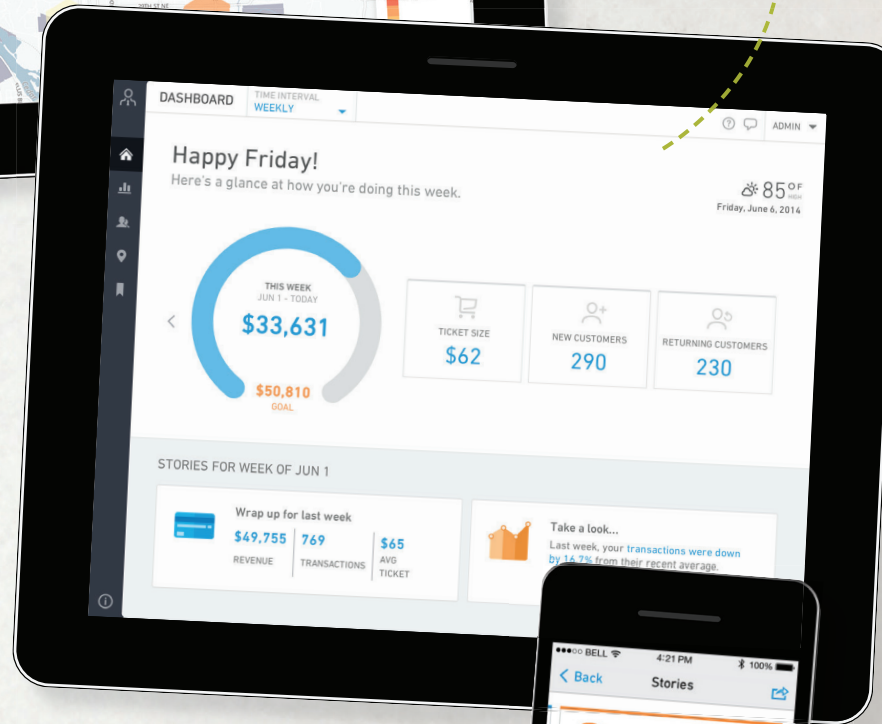


Map your world.

Understand where your customers live and shop so that you can better target them and see where you might open new locations.

We make it easy.

Insightics snapshots are even sent directly to you, so you have what you need, when you want it.



The InsighticsSM Solution
**Surprising insights
made simple.**

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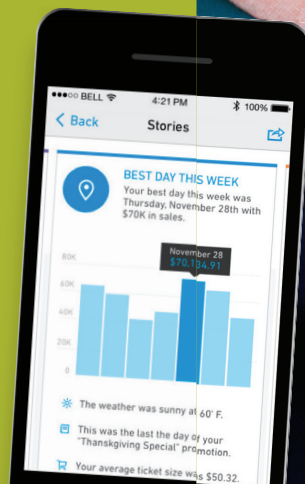
Introducing the InsighticsSM Solution

What will you discover today?

What if you could discover a whole new side to your business—one that helps you bring in more customers, try out new marketing ideas and see the results? The InsighticsSM Solution is intuitive software that uses your own sales information to help you uncover opportunities and build your business. Best of all, using Insightics is easy—and it makes running your business fun again.

ALWAYS ON.
ACCESSIBLE ANYWHERE.

Getting started with the Insightics Solution is a cinch. Just register and you're up and running with no data to load. Simply log on from your computer or smartphone and you're in.



Regular customers are coming in but new customers from local areas are going down on Fridays.



Run a local marketing campaign for Fridays.

Takeaways that help you take charge.

InsighticsSM unlocks the hidden stories behind your business, helping you seize new opportunities.

When it rains, your sales fall **-25%**



Similar businesses' sales fall only 10%.



Offer rainy day specials through social media.

Fits right into your business.

Whatever your point-of-sale terminal or system, the Insightics Solution will work for you. And if you have a CloverSM Station, you can do even more, such as:

Identify product trends. Pinpoint bestselling products by segment and see which products sell well together.

Get the full picture. Gain a complete view of customer spending, including cash and gift card transactions.

Get to know your customers. With Clover Station, transactions can be tied to specific customers, so you know who's shopping with you and what they buy.

Get started with the InsighticsSM Solution today.

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Learn more at www.fdiscenraltx.com

