VISA

From reducing fraud to increasing card spend to assessing merchant performance, Visa Analytics Platform helps financial institutions reimagine what's possible with powerful payments intelligence.

See what's possible with Visa Analytics Platform. Visa.com/analyticsplatform



Increasing card spend

Want to know how Advancial Federal Credit Union increased their cardholder engagement?

Visa Analytics Platform's **Portfolio Manager** feature helped Advancial identify top merchants for a surprise rewards campaign and analyze the impact of providing rewards to customers on card spend. <u>Read the Advancial case study</u>





Improving interchange monitoring

Are you curious how Asociación Popular de Ahorros y Préstamos (APAP), one of the largest banks in the Dominican Republic, improved their interchange reconciliation?

APAP used Visa Analytics Platform's **interchange performance reports** to help ensure the correct interchange fees were being processed and paid. Read the APAP case study



Increasing transaction approvals

Interested in how Luminor Bank, the third-largest provider of financial services in the Baltics region, was able to increase card transaction approvals? The **benchmarking reports** available within Visa Analytics Platform helped Luminor identify issues with their transaction decline rate. Luminor used these insights to adjust their authentication strategy to reduce the rate of false declines. <u>Read the Luminor case study</u>





40% reduction in annual international fraud volume



Reducing fraud-related losses

Would you like to know how Coastal Federal Credit Union (FCU) reduce fraud-related losses?

Using Visa Analytics Platform's **fraud report benchmarking insights**, Coastal FCU was able to easily isolate their impacted cards, recognize trends connecting fraudulent transactions in high-risk markets, and implement controls to reduce fraud-related losses. <u>Read the Coastal</u> <u>case study</u>

Discover what's possible with Visa Analytics Platform

Get started today

Case studies, comparisons, statistics, research and recommendations are provided "AS-IS" and intended for informational purposes only and should not be relied upon for operational, marketing, legal, technical, tax, financial or other advice. Visa Inc. neither makes any warranty or representation as to the completeness or accuracy of the information within this document, nor assumes any liability or responsibility that may result from reliance on such information. The information contained herein is not intended as investment or legal advice, and readers are encouraged to seek the advice of a competent professional where such advice is required.

These materials and best practice recommendations are provided for informational purposes only and should not be relied upon for marketing, legal, regulatory or other advice. Recommended marketing materials should be independently evaluated in light of your specific business needs and any applicable laws and regulations. Visa is not responsible for your use of the marketing materials, best practice recommendations, or other information, including errors of any kind, contained in this document.

