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First Data Related Events

- November 2-4, 2008
2008 Loyalty, Incentive and Reward Expo
[read more](#)
- January 11-14, 2009
NRF (National Retail Federation) 98th Annual Convention & Expo
[read more](#)



Thomas R. Bell, Jr.
Chief Strategy Officer

First Data believes that significant value can be derived by combining payment and demographic data with advanced analytics. Through our Information Services division, we provide that value every day to merchants and financial institutions looking to reduce risk and improve customer relationships. In this month's *First Data VantagePoint™ news*, our new white paper, *Understand "Customer Tempo" to Improve Marketing Results*, demonstrates how, by using a technique known as customer tempo analytics, we can help you gain a dynamic view of your customers' habits. Customer tempo measurement combines transaction data and traditional marketing demographics to help you identify the ever-changing panorama of your customers' purchasing behaviors.

This kind of analytics consistently delivers significant, measurable ROI, as studies produced by [International Data Corporation](#) and others have documented. We see information as key to all business process improvement, and we are weaving our analytics solutions into various First Data product sets to help customers better leverage their information.

As always, we look forward to [your feedback](#) to make the *First Data VantagePoint news* as valuable as possible.

Leveraging Transaction Data for Improved Customer Targeting

Factoring customer behavior and buying patterns into marketing strategies is important but it has to be taken to the next level. For the past decade, traditional direct marketing methods have had deteriorating response rates across the broad market. The disintegration of the mass market into increasingly fragmented audiences requires marketers to address smaller and smaller target groups. Keeping pace with changes in consumer behavior and demographics allows marketers to redirect the emphasis within a campaign to target faster-growing groups and address specific event-driven behavior.

First Data has helped customers dramatically improve results from targeted marketing efforts by leveraging transaction data to refine their customer segmentation.

In a new white paper, *Understand "Customer Tempo" to Improve Marketing Results*, First Data introduces the concept of customer tempo analytics. Customer tempo measurement harnesses transaction data over time, combining it with demographic information to illuminate the dynamics of consumer purchasing behavior. This creates ongoing moving pictures of data rather than a point-in-time snapshot. Marketers who pay attention as the characters develop discover information that may influence and perhaps even significantly change marketing strategies—returning more effective results.

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Give us feedback. We'd love to hear your thoughts.

The Center Point of Commerce: Mobile Payment Ushers in the Future

Commerce is making and receiving payments. If there is no payment, there is no commerce. The infrastructure needed to support mobile commerce transactions—making and receiving payments via mobile devices—is in place today, all around the world.

In his new paper, *Mobile Payment: the Lynchpin of Mobile Commerce Economy*, Barry McCarthy, President of Mobile Commerce Solutions, focuses on what is special about mobile commerce transactions (speed, increased security and account flexibility) while addressing the technology behind mobile commerce, the challenges toward adoption and how to get to complete mobile commerce.

Don't forget that the first paper in Barry's series, *The Risks and Opportunities in a Mobile Commerce Economy*, is also available at the [First Data white paper library](#).

Consumer Payment Preference Study Provides Payment Trend Insight

The payments landscape is ever-changing and it's critical for merchants to understand emerging trends. Recent research, sponsored by First Data, shows that many opportunities exist for merchants to take advantage of anticipated growth. For example, online bill pay increased from 24 percent of payments in 2005 to 41 percent in 2008.

The 2008 Study of Consumer Payment Preferences conducted by Hitachi Consulting provides better understanding of the current payments environment and the future outlook. Data was collected on *In-Store Payment Preferences*, *Online Payment Preferences*, *Bill Payment Preferences*, *Debit Cards* and *Emerging Payments*. Check out these briefs to learn more about the future of payments.

Prepaid Rewards Can Help Target Loyal Customers

Understanding and influencing customer behavior is a lofty goal. For many companies, what drives customers to be loyal and how to keep them coming back remains a mystery. Prepaid card programs give merchants the opportunity to create a better experience for existing customers, as well as attract new ones. The challenge is how to leverage your prepaid program to drive increased loyalty and frequency.

First Data's [Prepaid Rewards solution](#) can help. It's a loyalty program designed specifically for prepaid programs that provide companies with the ability to track customer purchase behavior and use segmentation data to better understand prepaid customers. In addition, it rewards customers with relevant offers using funds on their prepaid card, ultimately turning a gift card into a long-term spending card.

Cardholder Security – A Top Priority

Security of cardholder information is critical to everyone involved. As a merchant, you're likely aware of the Payment Card Industry Data Security Standard (PCI DSS). You may not be fully aware, though, of what's at risk for non-compliance or what tools are available to you to [help ensure compliance](#).

