



Excentus Insight

Understand everything about your program, your customers, and the competition

Excentus Insight enables you to make quick, fact-based, and better-informed decisions about what matters most: customers and sales. Excentus Insight leverages the power of machine learning, predictive modeling, and rich member data to help you understand your customers and their behaviors as well as the lifetime financial value they bring to your business. Use Excentus Insight to drive greater engagement with your customers and members by using data-driven intelligence, not guesswork.

Key Benefits at a Glance

- Business Intelligence and Analytics
- Consumer Behaviors and Preferences
- Segmentation and Targeting Strategy
- Customer Lifetime Value
- Program Performance Reporting
- Market Dynamics and Competitive Insights

Solutions to Help You Thrive



Strategy

Expertise to design programs that exceed business goals



Connect

A powerful loyalty engine that integrates with existing technologies



Engage

Connect with consumers to provide rewarding experiences resulting in long-term loyalty



Elevate

Your full-service loyalty program management team