CEB
WHAT THE BEST COMPANIES DO
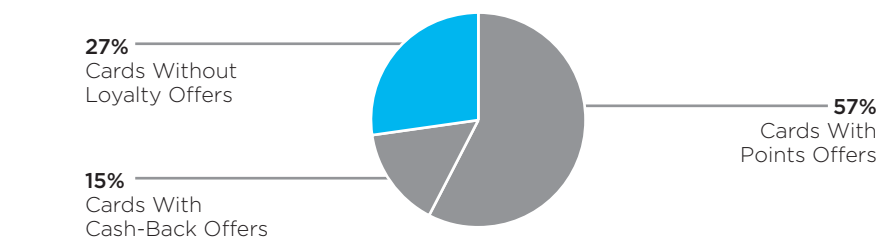
CEB TowerGroup

CardTrack Canada
Competitive Intelligence for Credit Cards

Use CardTrack to keep a pulse on the changing credit card environment and to ensure your card offers remain competitive.

Cardtrack helps you monitor the almost 200 credit card offerings available to canadian consumers.

Share of Loyalty Offers
As a Percentage of All Card Offers

27% Cards Without Loyalty Offers

15% Cards With Cash-Back Offers

57% Cards With Points Offers

n = 182.
Source: CEB analysis.

HOW CEB TOWERGROUP CAN HELP

"How can I stay ahead of the pace of change in the credit card market?"

✔ **Daily Reports:** Receive real time information and updates on the latest changes to competitors' offerings through daily reports.

"What can I do to ensure the products I offer are competitive and profitable?"

✔ **Monthly Analysis:** Benchmark your products with our monthly summary, which provides insight on card features such as APRs, fees, introductory rates, penalties, rewards, and other characteristics. Focus on specific offerings by targeting other issuers or card types.

"How can I interpret the changes?"

✔ **Banking Card Experts:** Access expert advisors to review marketing collateral and new launches.

Join us and heads of Retail Banking, Credit Cards, and Marketing to address the challenges facing credit card issuers in the Internet account acquisition channel.

KEY FEATURES

- Weekly Alerts: High-frequency changes (APR, loyalty, cashback)
- Insight Deliverable Every Month: Scan the market for trends and build a business case for new offers.
- Raw Data: Conduct a custom analysis on a subset of cards.
- Access to Expert Advice: Unlimited access to advice and custom marketing help

❭ Contact US to Learn More

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	Monthly Reporting	Access to Banking Card Experts	Focus on Internet-Based Acquisitions	Real-Time or Near Real-Time Updates	Emphasis on Offer and Terms	Card/Plan Level Detail
CEB CardTrack	✔	✔	✔	✔	✔	✔
Mintel Compremedia	✔					
ComScore	✔					