

CardTrack

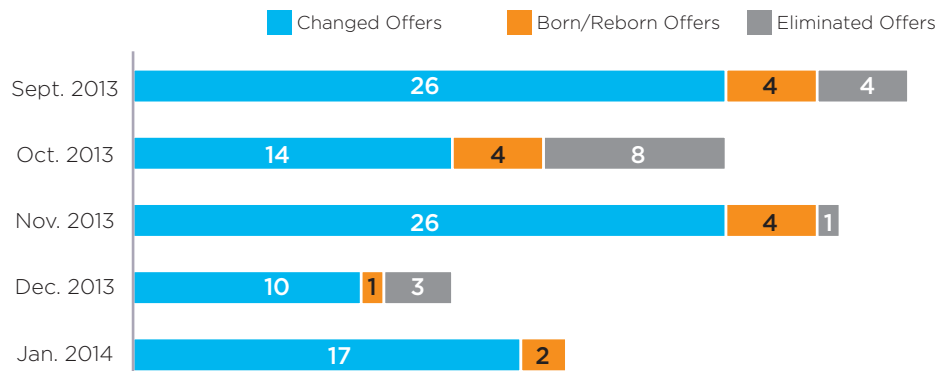
Competitive Intelligence for Credit Cards

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



Cards offers change their terms and conditions 15% monthly. Use cardtrack to stay on top of changes in digital offers.

Card Landscape Monthly Changes
Number of Card Offers



n = 136-140.
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 product offering using our monthly in-depth analysis of major Internet card offers with information captured for over 200 potential parameters including pricing, benefits, penalties, and rewards.

“How can I interpret the changes?”

- ✓ **Historical Data and Forecasts:** Access expert advisors to review marketing collateral and new launches.

	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	✓					

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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