

# CardTrack Small Business

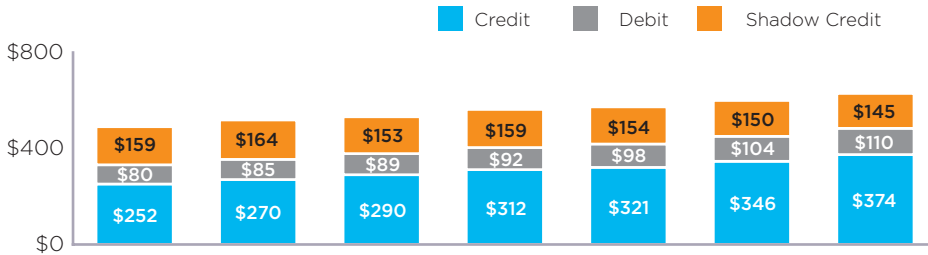
Competitive Intelligence for Small Business Credit Cards

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



## Business spending on payment cards will grow more than 8% per year through 2016.

US Business Card Spend Will Exceed \$600 Billion  
In Billions USD, 2010-2016P



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 small business card offers with information captured for over 200 potential parameters including pricing, terms, benefits, penalties, and rewards.

### “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 Compmedia	✓					
ComScore	✓					