

## **MVP\_VID\_03\_NZ - GROWTH OPPORTUNITIES**

As one of the world's most respected companies, with a 160-year history of 'firsts' in financial services, American Express provides you with business intelligence and technological opportunities that can help you access new markets, customers and profits.

Our data is derived from billions of global transactions. We aggregate this information to provide you with a comprehensive view of customers and competitive trends that helps develop powerful insights into your industry and business.

We offer you complimentary Customer Characteristics Analysis, providing you a view of your customers' demographics and spend behavior, that can help you communicate with your target customers more effectively.

As an optional extra, you can choose to receive comprehensive Customer and Competitor Intelligence, Local and Market Analysis and Marketing Effectiveness reports. These unique insights can help you identify new opportunities, and give you the perspective you need to make informed, progressive decisions for your business. With American Express, you can take advantage of new markets and customers, and create true competitive advantage. Where available, our technology rewards you with opportunities for growth and efficiency, using innovations like no signature and contactless transactions, plus chip and PIN technology for fast, secure transactions.

Whatever the future holds, American Express is dedicated to leading the way in the new, global digital economy, and delivering value for millions of consumers and businesses. If you're looking for analytics and insights, online commerce and innovative digital technology, we've got what you need to grow your business.

It makes sense to say "yes" to American Express. American Express helps businesses do more business