

# Leveraging AI to increase Merchant Retention & Revenue



**We leverage AI to analyze transactional and macroeconomic data to accurately forecast the future behavior of merchants.**

We use the data you already have to identify merchants who are going to leave, why, and what you should do to retain them, as well as cross-sales opportunities.

**Merchant Insights:** RevMax Studio analyzes a wealth of transactional, product, and service data, combined with macroeconomic inputs, to map out the patterns and behaviors of future merchant activity. This includes identifying merchants at risk of leaving your portfolio with 90% accuracy.

**AI-Driven Recommendations:** Based on the predictions, RevMax Studio suggests tailored actions that are proven to be effective with the merchant. Typical insights identified are service issues, overpricing, product outages, or the 1099 agent.

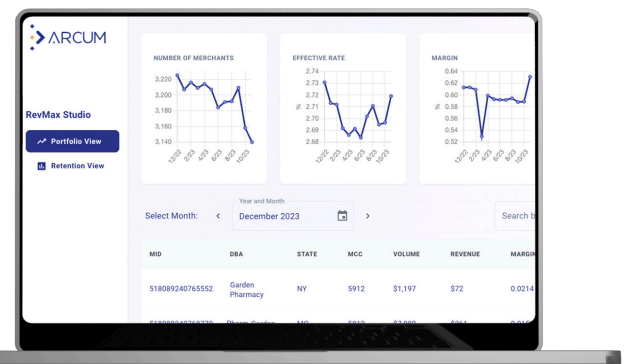
**Retention & Sales Engine:** RevMax Studio continuously monitors merchant activity and provides feedback via the RevMax Studio platform, which leads to strong merchant relationships, solves issues before they become problems, and offers opportunities to provide additional products and services.

**Results are great:** Customers are reporting a tenfold return on ROI within 6 months and at least a 1% gain in their revenue.

## EZ to get started...

1. Let RevMax AI analyze your data.
2. Use the RevMax Studio to view insights.
3. Execute the recommended actions.

**Let's get started.**



## Some Arcum Customers



**Contact us for a demo or for more information at [info@arcum.ai](mailto:info@arcum.ai)**