

Retain Revenue. Make Data-Driven Decisions with AI-Powered Predictive Analytics



RevMax Studio: AI powered insights.

RevMax Studio is Arcum's suite of Portfolio Manager, Retention Manager and Win-Back Manager, the essential tools for driving revenue retention in your merchant portfolio. Arcum customers typically see a 1% increase in retained revenue within just six months.



Portfolio Manager

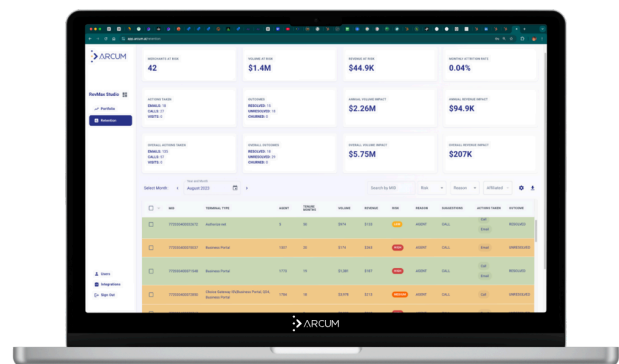
Full visibility into your merchant portfolio with automated reporting and actionable insights.

- Eliminate manual data compilation
- Track performances the portfolio and merchant level
- Use advanced segmentation to analyze by size, profitability, and growth potential
- Make smarter, faster, data-driven decisions
- Mitigate risk and Identify sales opportunities

Retention Manager

Powered by Archimedes AI, Retention Manager identifies churn risks with up to 90% predictive accuracy.

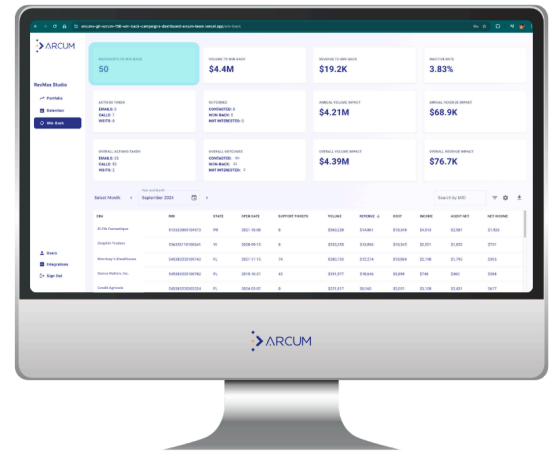
- Spot at-risk merchants and understand their churn drivers
- Receive AI-powered recommendations to take immediate action
- Strengthen relationships, improve cross-sell potential, and increase long-term retention



Win-Back Manager

Re-engage previously lost accounts with insight-led campaigns.

- Analyze 12 months of historical data
- Prioritize accounts by revenue, volume, and tenure
- Launch targeted outreach to rebuild trust and reignite growth



User's Actions & Outcomes

Start Date: 05/26/2025 to End Date: 06/25/2025

USER	EMAILS	CALLS	VISITS	REVIEWED	SAVED	UNRESOLVED	CHURNED	VOLUME SAVED	REVENUE SAVED
Jonny Marr	19	7	0	1	0	0	1	\$0	\$0
Suzanne Vega	19	65	0	3	5	2	0	\$2,085,186	\$87,788
David Sylvan	27	33	0	3	1	0	1	\$185,084	\$7,996

AI-Powered Insights That Drive Action

- Use advanced segmentation to analyze and target customers by size, profitability, growth rate, tenure, and more
- Identify high-impact opportunities across your portfolio
- Get predictive insights from Archimedes AI with recommended next best actions
- Understand the "why" behind each recommendation to drive smarter decisions

Team Activity & Performance

Monitor team and individual performance

- Use the User Actions & Outcomes Dashboard to track activities and results
- Gain visibility into which actions drive the greatest impact
- Identify coaching opportunities and optimize team effectiveness

RevMax Studio helps you stay ahead—retain revenue, reduce churn, and unlock the full potential of your merchant portfolio.

**For more, please contact us at :
(404) 981-5839 or info@arcum.ai
or visit www.arcum.ai**

"Just seeing how much my team of four saved the company in just a few months is amazing.."



Brett Chaffin

Customer Success, Quality, and Reporting Supervisor

MERCHANT