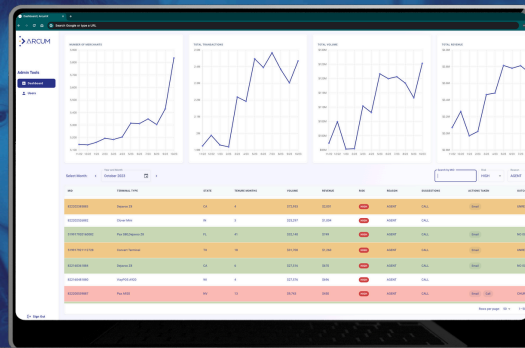


# Maximizing Merchant Retention and Revenue with AI



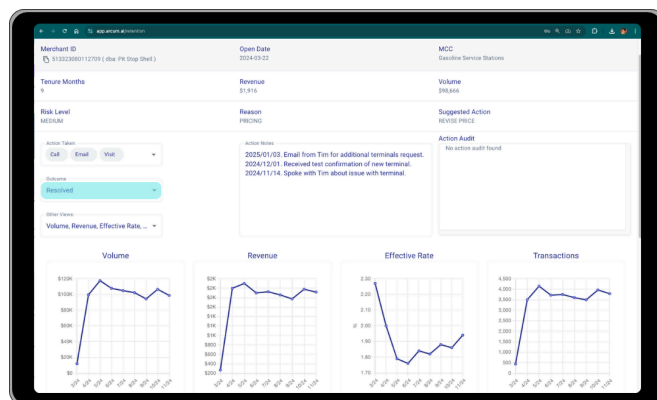
The RevMax Studio **Revenue Retention Manager** leverages Arcum's Archimedes AI to analyze transactional and macroeconomic data to accurately forecast the future behavior of merchants. Archimedes identifies merchants who are going to leave, why, and what you should do to retain them, as well as cross-sales 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 are 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.

## Drives increased revenue

Customers typically see a tenfold return on ROI within 6 months and at least a 1% gain in their revenue.

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

**"Vendara incorporates Arcum AI to personalize the merchant experience which helps fortify relationships that help us grow and scale our business."**



**Ray Kenney**  
SVP, Business Development  
Vendara