

Vendara chose Arcum to help their growth & retention plans



Vendara is a provider of integrated business solutions. With an array of financial services options, their goal is to empower merchants to make sound and informed decisions about their payments processing. Vendara partnered with Arcum to find ways to improve their overall growth and revenue.

PROBLEM

Vendara, a wholesale ISO, aimed to enhance its revenue by decreasing merchant churn and increasing merchant lifetime value. Vendara and Arcum partnered to pinpoint merchants likely to churn to enable the implementation of proactive retention strategies.

SOLUTION

Arcum analyzed four years of merchant, product, service, and macroeconomic data in combination with AI to predict which merchants were likely to churn and, more importantly, why. Arcum's technology accurately identifies and anticipates merchants at risk of churn, along with the underlying reasons, up to 12 months in advance. The Arcum solution allowed Vendara to resolve merchant concerns effectively and identify valuable, cross-sale opportunities.

RESULTS

By implementing the Arcum solution, Vendara successfully identified and retained high-value merchants, preventing churn and boosting annual revenue by \$260K within a span of 6 months. This accounts for a 1% revenue increase that would have otherwise been lost.



“Vendara incorporates Arcum to personalize the merchant experience which helps fortify relationships that help us grow and scale our business. We are excited about the future and Arcum helps us stay ahead of the curve in our growth and retention efforts”

Ray Kenney, SVP, Head of ISV and Partnerships, Vendara



AT A GLANCE:

- **\$260K Revenue Retained**
- **>\$7M Volume impacted**
- **6 months duration**
- **10x ROI**

CONCLUSION

Vendara was able to reduce churn, improve their merchant relationships, and improve their annual revenue by 1%. Arcum was able to play a contributing role in Vendara's growth and retention efforts.

