EXECU**TRAX - ANALYTICS SOFTWARE**

The ExecuTrax system consolidates disparate data into a logical, accurate and easily-managed database built specifically for banks. This allows the marketing team to easily examine data for patterns and trends which can be used to drive income and reduce expenses – without the need for a separate analyst or involvement from IT. Here are a few key features of this tool.

Click here for Marquis Marketing Solutions

ASSEMBLY

- Daily updates. Included in our software is the ability to update your data daily. No more waiting 30-45 days to analyze your data only to have it be outdated the very next day. Your recommendations are always current. Your analysis is always on point.

- One data base. We combine data from any source including your core, credit card, mortgage, investment, insurance, demographic, psychograph and predictive models. You can create a robust database ready to be analyzed by individual and rooftop.

- Rich 360-degree data. Knowing what an individual is purchasing from you is only half of the picture. We can further enhance your data with demographics, psychographics and predictive models.

- Clean it up. We will clean your data to the highest compliance-grade standards. This includes standardization and CASS certification to ensure we are building an accurate picture of your customers and their households.

ANALYSIS

- Campaign management. Measure and analyze all of your marketing events down to the individual customer. Our campaign tracker shows you response rate and ROI based on any attribute you want to report.

- Advanced filtering. Create models based on product usage, profit and data attributes. This powerful analysis feature gives you the ability to conduct extensive review of your base so you can take specific action based on facts.

- Profitability. Our profit engine can balance to your general ledger and accommodate funds transfer pricing. Know which products, services and customers are the most important to your financial institution.

ACTION

- Marketing automation. Included in our system is a complete marketing automation tool called TriggerPro. It will allow you to communicate daily based on near real-time events such as product openings, new households, birthdays and anniversaries.

- Reporting. You'll get instant access to over 50 ready-to-run reports so you can quickly take action rather than create reports. The system also comes with a robust report writer so you can create custom reports for any department's needs.

- What-If Analysis. If you are looking to determine the impact of a change in terms or rates, the what-if analysis tool gives you the power to quickly analyze and take action to produce the most profitable outcome for your bank or credit union.

OUR MISSION. To make it easier for you to assemble, organize and translate complex data, behaviors and needs into actionable solutions.

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