

Attribution and Insights

Fidel's API provides a holistic view of customer spend across different channels by connecting payment cards to programmes or apps.

Create tangible insights on customer spend behaviour by tracking and translating granular spend data for online and in-store transactions in real-time.

The challenge

Understanding how and where customers spend requires a holistic view of buying behaviour. But tying spend to specific customers is difficult. It's expensive, time-consuming and often requires complex integrations.

DISPARATE DATA

Traditional POS systems and databases often track online and in-store transactions separately. This means data capture falls into silos, preventing aggregated visibility of customer spend across different channels.

HIGH-LEVEL INSIGHTS

Many data capture sources only provide basic transaction information. This means businesses miss out on rich, granular data captured at the point of sale, such as geolocation, specific time, merchant category and payment method.

The solution

Through a single API, Fidel enables the capture of granular payment data in real-time, allowing a more holistic view of customer behavior. With an aggregated view of online and in-store buyer behaviour, create data-rich spend attribution and analytics to truly understand customer preferences and habits.

KEY BENEFITS



Improve channel assessment

Attribute spend back to its source to assess the performance of different channels.



Increase visibility

Identify customer spend across various channels, providing a holistic view and better understanding of spend behaviour.



Driving insights

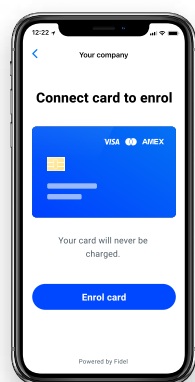
Leverage spend data to improve customer experiences across the sales cycle, from initial identification through to post-purchase.



Improve data capture

Spot transactions made with any enrolled Visa, Mastercard or American Express card.

What you could build



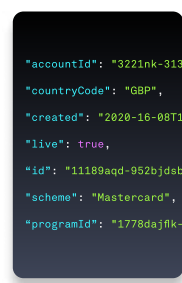
1

User securely links payment card to app



2

User makes purchase on online platform for advertised service or product



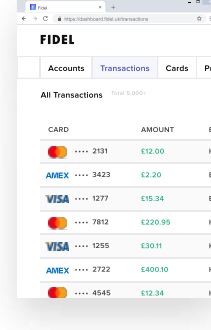
3

Fidel attributes tokenized customer payment card to a unique ID



4

User makes purchase at participating brand with linked payment card



5

Granular payment data is surfaced via Fidel's Dashboard in real-time

We create the tools for developers to build powerful products on top of payment cards. Discover what you could build with Fidel today.

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