Live Earth Customer

Global provider was experiencing long lead times to pull together marketing reports for their merchants.

"It took teams of people at our financial institution to deliver our merchant campaign reports.
Live Earth allows us to deliver real-time results automatically."

- Head of Business Intelligence

Problem

- Analysts pulled the internal data from several different systems.
- It would take 60 days after the campaign was over to compile the data.
- The long lead time wasn't providing timely feedback to modify the campaigns.

The Live Earth Solution

Live Earth quickly sources and structures the payment transaction data in real-time during the running of the campaign.

- Automatically provides the results of the campaign while in progress.
- The merchant can "self-service" see the results; avoiding the need, for manual reporting.
- Reduction in OPEX for setting up and reporting on campaign monitoring.