



RBC Insight Edge™ delivers insights to retail business clients. It is comprised of aggregated RBC credit card and debit card transactional data, enhanced with demographic data. Having access to insights allows you to make more informed decisions for your business.

## How We Can Help

Imagine having access to insights on sales trends that can help you compare your business to your industry peers, uncover opportunities to attract new customers, explore new locations, and form a clearer picture of the characteristics of your customer base. Powerful insights like these could open up extraordinary possibilities to help you better manage and grow your business, and differentiate you from your competitors.

## Key Features



### Find Your Next Location

Find an ideal location to expand your business based on information related to commercial and retail activities in the area. Explore neighbourhoods across Canada and apply filters that make the most sense for your business. With this tool, you can identify gaps and opportunities that could give you a competitive advantage.



### Know Your Customers

Learn more about the characteristics of your customer base and get a better understanding of purchasing patterns and loyalty. Visualize where your business comes from, where you are winning, and where you have opportunities. View revenue streams from your loyal customer base versus one-time customers to help inform your marketing and business investment strategies.

# RBC Insight Edge

Give your retail business an edge with access to insights that accelerate growth and drive better-informed decisions.



# Additional Features



Let's work together to accelerate your business growth and strategically plan with confidence so you can stand out from your competition.

## View Your Highlights

Start with your most important insights, and quickly identify changes to your business. Insights are automatically generated and detect 'Things Going Well' and 'Things to Consider'.

## Know Your Business

Gain greater insights into your sales performance trends and how you compare to aggregated businesses near you.

## Compare Your Customers

Understand drivers of customer loyalty and observe trends to help build loyalty across your business and specific locations.

## Compare Your Locations

See how your individual locations stack up against one another and identify performance indicators to help improve or maintain your business.

# Looking Out for You



## How We Use Data

At RBC, we're dedicated to protecting our clients' privacy and information. As such, RBC Insight Edge works with unidentifiable aggregated data, which cannot be traced back to any one individual or business. We leverage our expertise in information

management and insight development, which is safeguarded by rigorous privacy standards, to help business owners and managers turn insights into actions to improve client loyalty, productivity and drive growth.



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