

# coco {Enrichment}

Enrich transactional data to improve the user experience and better understand your customers' spending habits.



# COCO {Enrichment}

Enrich your raw transactional information and turn it into useful, ready-to-use data to focus on building the best financial product your customers need.

## Logo

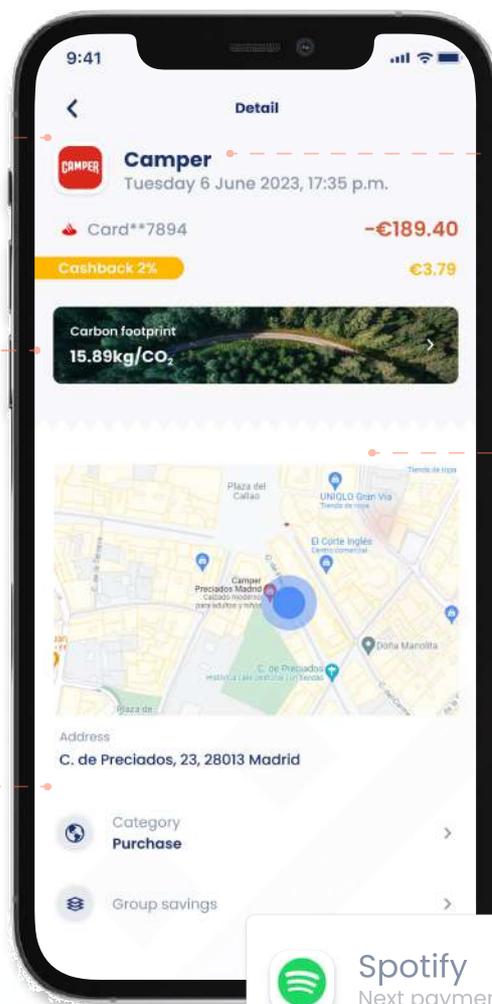
Includes logos for easy visual recognition of transactions.

## CO2 footprint

Get the carbon footprint of each transaction.

## Category

Sort each transaction among more than 120 categories and subcategories.



## Merchant's name

Clean and identify the name of the merchant, if it belongs to a franchise or even its specialty and type.

## Geolocation

Exact location of purchases with street, zip code, region, country, and GPS coordinates.

## Subscriptions:

Label recurring payments to facilitate their identification

## Simple and agile integration

Our tool integrates seamlessly into your financial institution's digital platform quickly and easily. It adapts to your needs, allowing you to choose between an installation on your private servers or a cloud integration via API.

▲ On cloud

▲ On-premise

# How does it work?

Thanks to a fully flexible integration, you achieve your objectives in 3 easy steps.

## 01 Connect

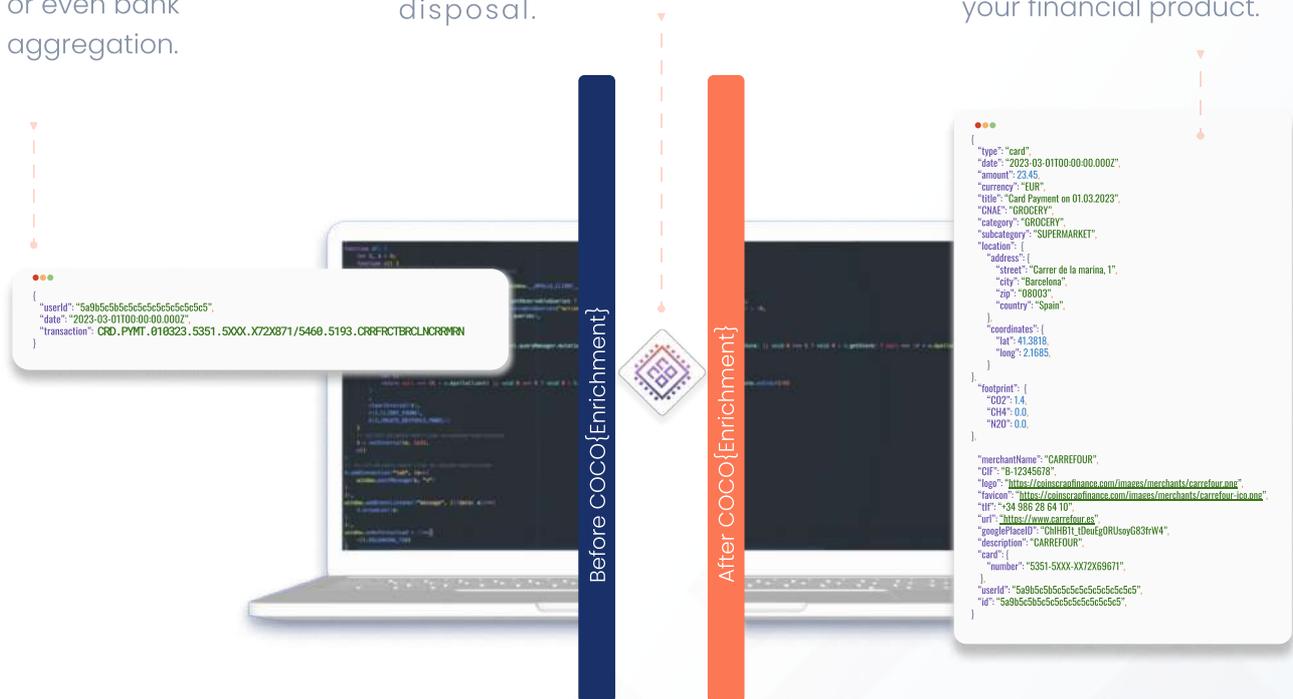
The system receives all raw transactions from any source such as card payments, bank transfers or even bank aggregation.

## 02 Processes and Enriches

The engine analyzes and enriches raw transactions by converting them into actionable data at your disposal.

## 03 Build

With rich data you will be able to build different use cases, analyze your customer profiles and even improve the UX of your financial product.



## Benefits

### Better user experience

A good UX is a basic motivator for Gen X and Gen Z when it comes to choosing their bank. It also influences the recurrence of use of the platforms.

### Network compliance

You will comply with Mastercard's AN 4569 regulation that requires detailed information to be displayed in the payment data and you will be ready for new requirements.

### Reduce the volume of inquiries to the contact center

It has been proven that a better understanding of purchases by users drastically reduces the number of incidents and queries handled by the bank's contact center.

### Better understanding of your customers' financial habits

Understand precisely what your users' financial patterns are, make better business decisions and hyper-personalize your commercial offer.



Our customers and partners, our best testimony.



## Harness the power of transactional data

If you want to find out how the different COCO's leverage each other and how entities take advantage of transactional information, please contact us.

