

For institutions with limited marketing budgets or staff, or those who simply don't have the time to spend hours analyzing data, **MarceTRAC Reporter™** is the perfect solution.

MarceTRAC Reporter™ seamlessly integrates information from your product systems, customer information files and financial systems. Data is standardized, householded, enhanced with geographic and demographic data and linked to our groundbreaking profitability module. The end result is a comprehensive customer intelligence source that provides extensive marketing reporting and analysis.

With its intuitive interface, all you need to do is choose a report, customize your report content and select your output format. You'll get all the answers you need to develop and analyze your marketing strategies quickly and easily.

Marketing Intelligence AND Customer Profitability In One Powerful Application!

Account Information - Account No 405019045
 Account No: 600019045 Name: STACY W
 ID#: 446155 Address: 11 1/2
 City, State, Zip:

Product ID: 1
Product Desc: Personal Checking
Product Group: Retail DCA

Fee Income
 Base Fees: \$0.00
 Transaction fees: \$0.00
 Loan fees: \$0.00
 Other fees: \$0.00
 Allocated NE: \$0.00
Total Fee Income: \$0.00

Transaction Actv
 Checks Paid: 0
 ATM Withdrawals (Bank): 0
 ATM Withdrawals (non-Bank): 0
 ACH Debits: 2
 POS Debits: 0
Total core transactions: 2
 Money transfers: 0

Household Profitability Summary
 BTS Community Bank

Household	Balance	Income	Expenses	Profit	Rank	%	Score	Map
1	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
2	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
3	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
4	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
5	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
6	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
7	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
8	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
9	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
10	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
11	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
12	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
13	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
14	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
15	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
16	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
17	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
18	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
19	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
20	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
21	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
22	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
23	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
24	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
25	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
26	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
27	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
28	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
29	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
30	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
31	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
32	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
33	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
34	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
35	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
36	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
37	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
38	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
39	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
40	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
41	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
42	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
43	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
44	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
45	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
46	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
47	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
48	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
49	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	
50	\$0.00	\$0.00	\$0.00	\$0.00	100	0.00%	0.00	

KEY SYSTEM BENEFITS

- Over 50 pre-designed reports and 7 report categories to choose from
- Integrated report filter lets you customize output with over 50 account and household filter criteria
- Access unlimited data periods for trend analysis and reporting
- Drill-down to account and household profitability detail
- Store, track and analyze customer transaction activity
- Generate customized maps
- Easily export report data