Data
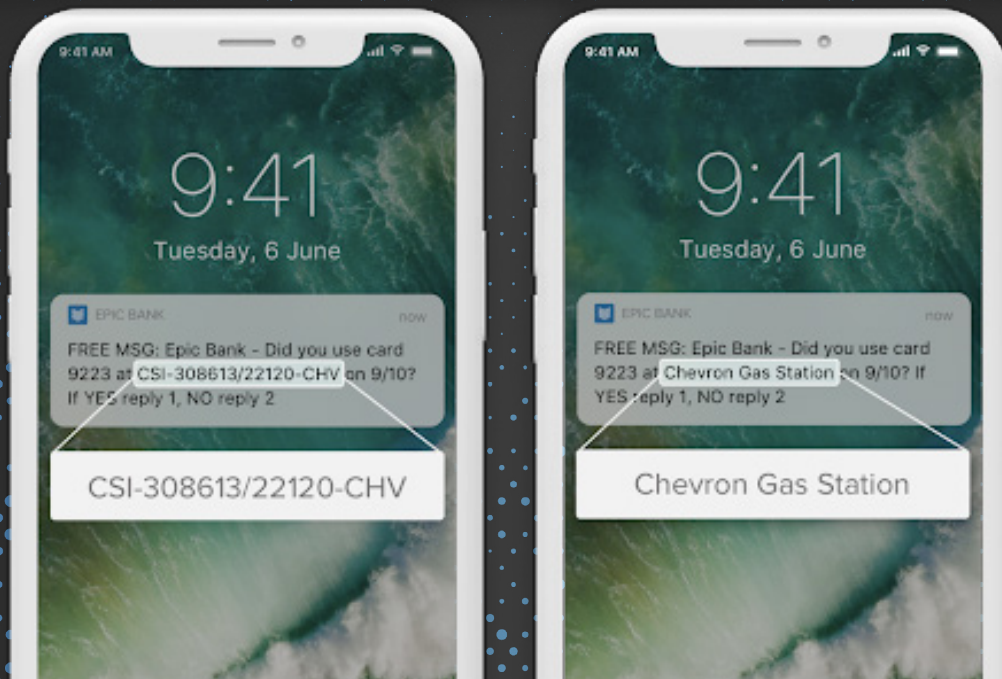# **Enhancement**

Turning Obscure Transaction Data Into **Actionable Insights**

MX Data Enhancement gives organizations the ability to standardize, analyze, and segment customers' financial data to increase satisfaction, drive engagement, support better decision making, and deliver key insights.

Transaction details

AMAZON MKTPLACE PMTSAMZN.COM/BI

Transaction Details	
Amazon.com Epic Checking	**$35.00**
Payee	Amazon.com
	XXXXXXXX712AMAZON.COMUS / XXX-XX2779 CA
Date	Mar 22, 2020
Category	Electronics & Software
Tags	+
Memo	Add a memo

Better Data, **Better Insights**

Financial data can be disorganized, confusing, and hinder an organizations rather than drive innovation.

Incomplete and inaccurate data sets prevent organizations from organizing, analyzing, and segmenting customer data, damaging their brand and eroding trust.
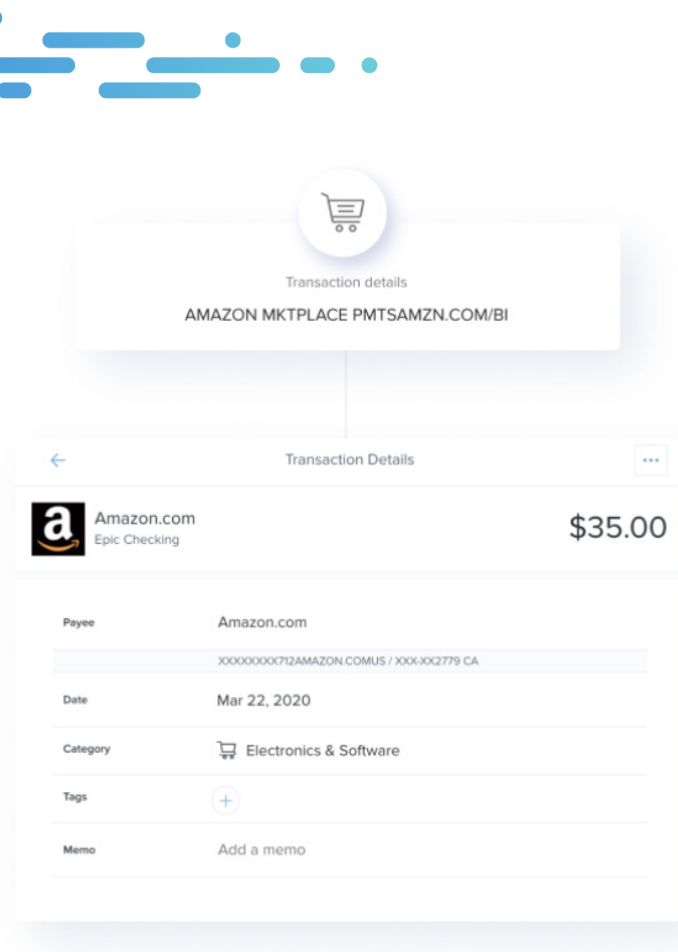
Creating **Exceptional Experiences**

Data Enhancement converts transaction data into legible descriptions. With merchant logos, category descriptions, and more, customers can easily view, interpret, and manage their finances.

With Data Enhancement, you will have the insights needed to deliver impactful products and efficiently power internal systems.

Industry-Leading Categorization

MX categorizes customer transaction data with industry-leading categorization with coverage up to 98% and accuracy up to 95%.

With standardized data sets, you can be assured that you're providing customers with dependable insights that they can trus.

https://www.mx.com/products/data-enhancement/

The MX **Data Engine**

Using AI and machine-learning technology, the Data Engine cleanses and categorizes greater amounts of data at faster rates. Each individual transaction is maximized to drive predictive models that better anticipate customer behaviors and needs.

Powering the **Money Experience**

A dedicated team of MX Data Analysts, Data Engineers, and Data Scientists continuously develop and train the Data Engine to power the Money Experience. All ensuring your organizations has the data, insights, and tools needed to deliver exceptional experiences to your customers.

Your
ORGANIZATION

AMZN Mktp US*W3 5942 - **$193.67**

MX
DATA ENGINE

Amazon $193.67
Credit Shopping

Amazon $193.67
Credit Shopping

Amazon $193.67
Credit Shopping

Internal Systems & Reports

Customer Facing Products