

# Merchant Portal - Campaigns

## Campaigns

Create or research campaigns

[Create a campaign](#)

[Campaigns by you](#)

[Campaigns by Others](#)

<input type="radio"/> Campaign Name	<input type="radio"/> Period	<input type="radio"/> Customer Joined
<input type="radio"/> New Year Campaign	12/01/15 ~ 02/28/16	745
<input checked="" type="radio"/> Campaigns for the Elder	02/01/16 ~ 04/30/16	213
<input type="radio"/> Spring Campaign	03/01/16 ~ 03/31/16	Incoming
<input type="radio"/> Tax Day Campaign	04/15/16	Incoming

<input type="radio"/> Business Type	<input type="radio"/> Merchant Name	<input type="radio"/> Campaign Name	<input type="radio"/> Period	<input type="radio"/> Joined Number
<input type="radio"/> Restautant	Dojo	New Year Campaign	12/01/15~02/28/16	121
<input type="radio"/> Glocery	Food Emporium	Campaigns for the Elder	02/01/16 ~ 03/15/16	1249
<input checked="" type="radio"/> Toy Shop	Lego	Spring Campaign	03/01/16~03/15/16	Incoming
<input type="radio"/> Glocery	Fairway	Tax Day Campaign	04/15/16	Incoming

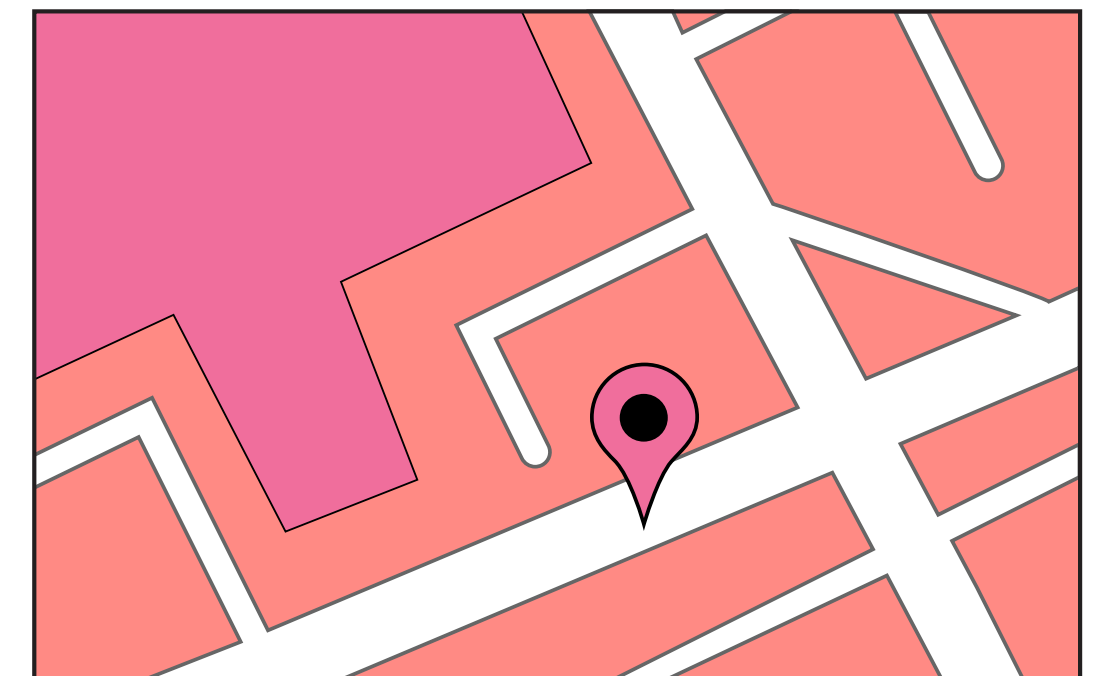
Detail

Lego Store

Address: 200 5th Ave, New York, NY 10010

Tel:(212) 255-3217

Time: AM 10:00~PM 8:00



Created with Moqups (Free Version)  
[Upgrade your account](#) to remove this banner

# Merchant Portal - Campaign Creation

Campaign Name :


Campaign Period :

Campaign Type : 

- Acceleration
- Promo for burning MR ▶
  - Discount for MR
  - Special Service for MR
  - Other Type ▶
- Other Type

Comments :

Merchant's information like merchant's name, business Type is already stored in AMEX database.



New Submission

AMEX reviews the submitted campaign, and decides to accept or not.

Accept  Decline

## Suggestd Campaigns

▼ Target Customers	▼ Campaign Name	▼ Valid Period	▼ Details
Ages 31~40	New Year Campaign	12/01/15~02/28/16	buy 2 get 1 free
Incomes 70000~80000	Campaigns for the Elder	02/01/16 ~ 03/15/16	15% off
Living in Manhattan	Spring Campaign	03/01/16~03/15/16	Free appetizer
Male	Tax Day Campaign	04/15/16	buy 2 get 1 free

clicking above links to individual pages

# Merchant Portal - Customers

Gender ▼ Location ▼ Age ▼ Card Type ▼ Interests ▼

## Customers

Search and gather customers

[Search customers](#)

[Gather customers](#)

[Analyzed customer info](#)

Submit

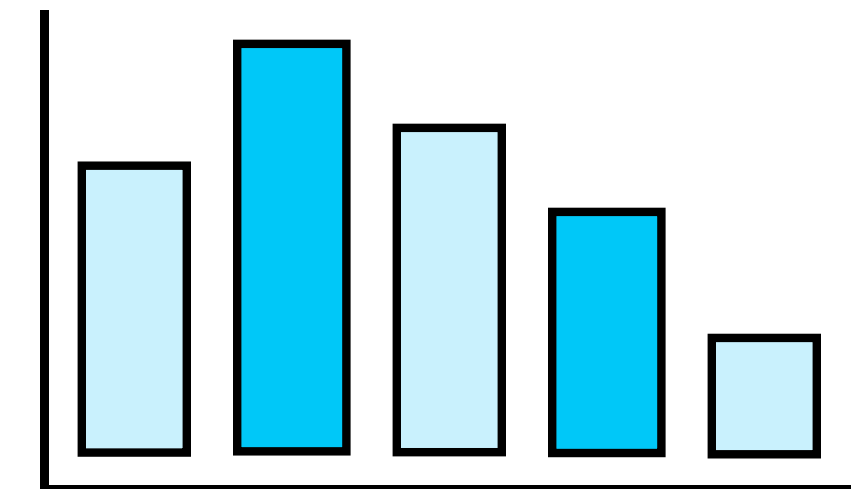
Shows the number of  
matched AMEX card  
holders

Advertise  
campaigns to the  
customers via email

## Customer Search Result

The number of card holders matched with your conditions is 43,342.

▼ Category	▼ Number
Male	84323
Location	Midtown
Age	31~40



Analytics

▼ Campaign Name	▼ Period	▼ Customer Joined
<input type="checkbox"/> New Year Campaign	12/01/15 ~ 02/28/16	745
<input type="checkbox"/> Campaigns for the Elder	02/01/16 ~ 04/30/16	213
<input checked="" type="checkbox"/> Spring Campaign	03/01/16 ~ 03/31/16	Incoming
<input checked="" type="checkbox"/> Tax Day Campaign	04/15/16	Incoming

Send email

# Merchant Portal - Analytics

## Analytics

Analyzed customer data

[Time Series Analysis](#)

[Geographical Analysis](#)

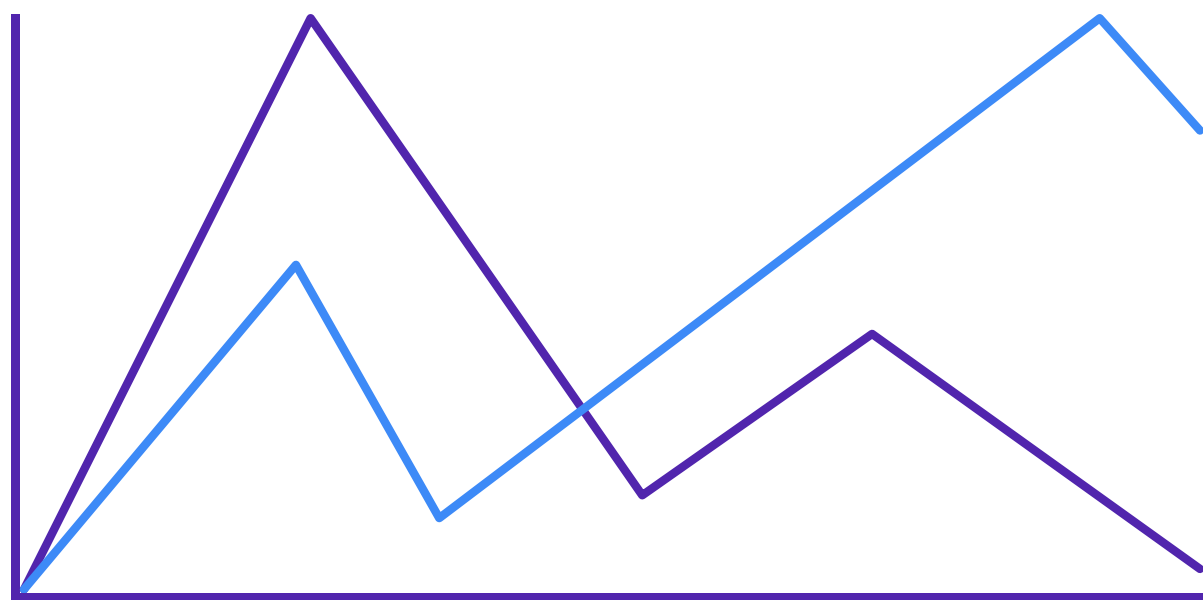
The analytics home page will have the 3 main graphs shows as an overview. Clicking on them will take the user to the specific page. Eg. The analytics landing will have a Time series, Geographic heat map and Pie chart for

Home Time Series Geographical Consumer

2/22/2016 ~ 3/22/2016

Interval

Metric View Result



Demographic

Consumer Type

Household Income

Location

Age

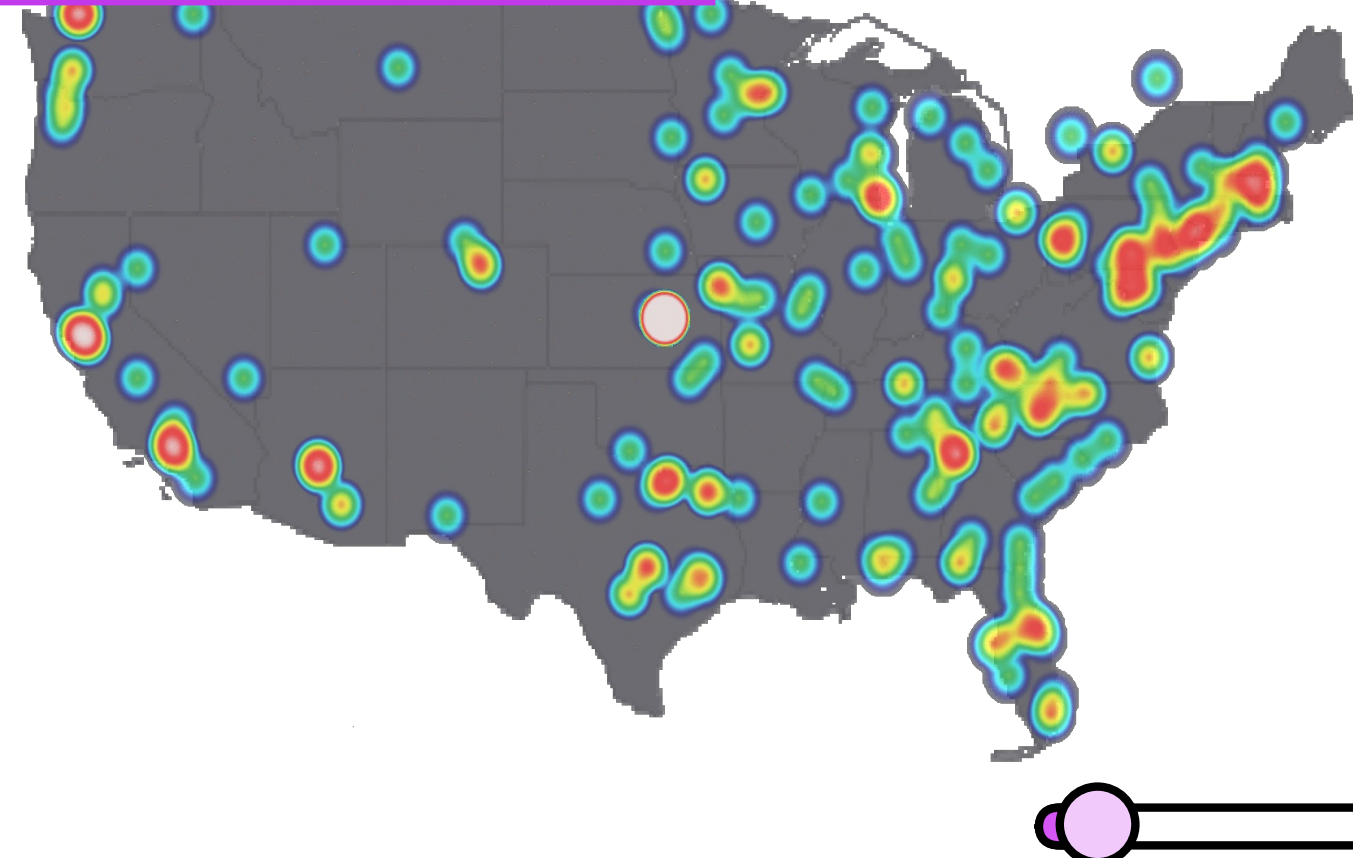
Home Time Series Geographical Consumer

2/22/2016 ~ 3/22/2016

Metric View Result

Volume Transaction Count

Revenue



Demographic

Consumer Type

Household Income

Age

Home Time Series Geographical Consumer

2/22/2016 ~ 3/22/2016

Consumer metric View Result

Household Income

Location

Age

Ethnicity

Gender

