



From reducing fraud to increasing card spend to assessing merchant performance, Visa Analytics Platform helps financial institutions reimagine what's possible with powerful payments intelligence.

See what's possible with Visa Analytics Platform. [Visa.com/analyticsplatform](https://www.visa.com/analyticsplatform)



Increasing card spend

Want to know how Advancial Federal Credit Union increased their cardholder engagement?

Visa Analytics Platform's **Portfolio Manager** feature helped Advancial identify top merchants for a surprise rewards campaign and analyze the impact of providing rewards to customers on card spend. [Read the Advancial case study](#)



22% increase in overall cardholder spend



\$150K in interchange fees recovered



Improving interchange monitoring

Are you curious how Asociación Popular de Ahorros y Préstamos (APAP), one of the largest banks in the Dominican Republic, improved their interchange reconciliation?

APAP used Visa Analytics Platform's **interchange performance reports** to help ensure the correct interchange fees were being processed and paid. [Read the APAP case study](#)



Increasing transaction approvals

Interested in how Luminor Bank, the third-largest provider of financial services in the Baltics region, was able to increase card transaction approvals?

The **benchmarking reports** available within Visa Analytics Platform helped Luminor identify issues with their transaction decline rate. Luminor used these insights to adjust their authentication strategy to reduce the rate of false declines. [Read the Luminor case study](#)



+23K in approved transactions per month



40% reduction in annual international fraud volume



Reducing fraud-related losses

Would you like to know how Coastal Federal Credit Union (FCU) reduce fraud-related losses?

Using Visa Analytics Platform's **fraud report benchmarking insights**, Coastal FCU was able to easily isolate their impacted cards, recognize trends connecting fraudulent transactions in high-risk markets, and implement controls to reduce fraud-related losses. [Read the Coastal case study](#)

Discover what's possible with Visa Analytics Platform

Get started today