

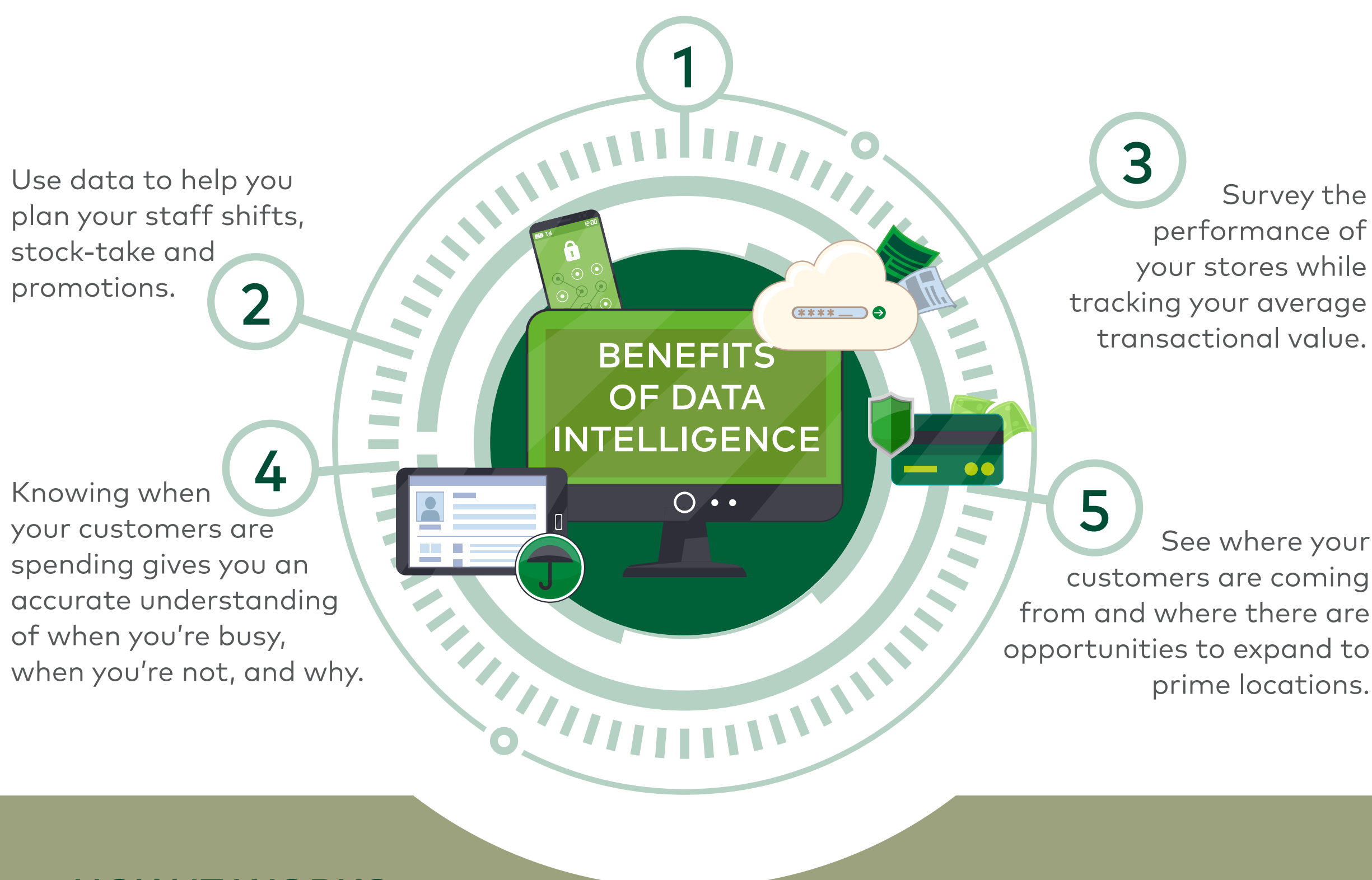


NEDBANK MARKET EDGE

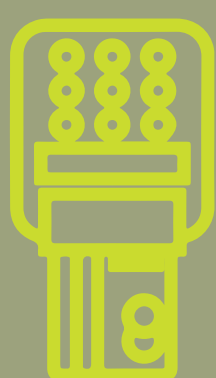
Nedbank Market Edge™ offers businesses a targeted marketing approach by extrapolating client data and providing insights based on race, age, LSM and gender.



Compare performance data to determine your best-performing stores, see where you may be losing business and make decisions that assist in controlling operational costs.



HOW IT WORKS



Big data is sourced from the card machines customers use to transact.



This information is packaged into an easy-to-use web-based tool.



Businesses have information at their fingertips to drive their business forward.

GET IN TOUCH

To find out more about Nedbank Market Edge™ visit www.nedbank.co.za/marketedge or send an email to marketedge@nedbank.co.za.

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