

AIM Trial Features, Metrics, & Data Availability

Your **Analytics**. Now.

What a User Has Access To



Trial Market Benchmark.



Customize and generate Excel outputs for volume, financial, attrition & growth metrics by all available attributes within the Query Builder.



Create custom reports or dashboards with graphs and charts, with an unlimited number of reports that can be created.



Users have access to a repository for help documents and reports, including Metrics Definitions, AIM Overview, API Documentation, and one complementary AIM Headline Report.



Data is available from January 2021 to December 2023.



Revenue Optimizer, a simplified pricing benchmark tool.



The trial duration is five days.

What a User Does Not Have Access To



Credit Card and Signature Debit card type selections, and Moving Average Selection (only monthly is available) within the Query Builder and Reports.



Merchant-Level Analysis, which includes automated benchmark alignment to merchant performance.



“Share with My Organization” feature within Reports.

Note:

All metrics available within the trial are synthetic, for example purposes only and should not be used for analysis.



About TSG



TSG (The Strawhecker Group) is a globally recognized analytics and consulting firm that supports the entire payments ecosystem, serving over 1,000 clients from Fortune 500 leaders to dozens of the world's most valuable brands. Trusted by industry leaders, TSG's strategic services, market intelligence, and analytics merge to empower clients with actionable and accessible information.

20+ YEARS AVERAGE ASSOCIATE EXPERIENCE IN THE PAYMENTS INDUSTRY



1000+ CLIENTS ADVISED, INCLUDING MANY IN THE FORTUNE 500

~4M

CARD-ACCEPTING MERCHANTS IN TSG'S AIM ANALYTICS PLATFORM, DRIVING MILLIONS OF DOLLARS IN ROI FOR ITS USERS



250+

COMPLETED PAYMENTS COMPANY EVALUATIONS; AS WELL AS ~30 BUY/SELL/INVESTMENT ADVERTISEMENTS



40+

OF THE TOP 50 MERCHANT ACQUIRERS SERVED, INCLUDING 9 OF THE TOP 10



COMPLETED MARKET INTELLIGENCE ANALYSES ON THE GLOBAL PAYMENTS LANDSCAPE, UNCOVERING HUNDREDS OF THOUSANDS OF DATA POINTS

Our Services



Strategic Expertise

Narrowing in on specific payments needs while remaining nimble and focused on the optimal solution



Transaction Support

Assisting buyers on their acquisition objectives, and guiding potential sellers through extensive valuation exercises



Industry Insights

Supporting the industry with key market and competitive insights through primary research capabilities



Profitability & Benchmarking

Helping leading payments companies manage and harmonize data to provide key metrics and benchmarks



Experience & Performance

Helping management and technical staff use information daily to monitor and improve performance versus the market