

Bank of America Merchant Services and Commerce Signals Team Up to Help Merchants Maximize the Impact of Their Overall Advertising Spend



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CHARLOTTE, N.C. — Bank of America Merchant Services, a leader in payments, eCommerce and security solutions, and Commerce Signals, Inc., a marketing insights solution provider, are joining forces to help mid-sized to large businesses maximize the impact of their marketing campaign spend by connecting advertising impressions to aggregated payment data.

“Together, Bank of America Merchant Services and Commerce Signals can help businesses harness their aggregated payments data to make data-driven marketing decisions and improve campaign effectiveness to reach new and existing customers,” said Bank of America Merchant Services CEO Tim Tynan.

Businesses that use Bank of America Merchant Services’ payments processing together with Commerce Signals’ analytics capabilities can benefit from:

- Measurement of online and in-store sales driven by digital and TV advertisements
- In-flight campaign insights from an intuitive, self-serve platform
- The ability to capture insights and optimize marketing strategies mid-campaign

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“Within marketing, payment data offers a window into the most important consumer behavior: purchase. Together with Bank of America Merchant Services, we enable businesses to boost their marketing effectiveness by providing a detailed view on which ads are driving sales,” said Commerce Signals CEO and Founder Tom Noyes. “This view allows businesses to shift their focus away from activities that fail to drive sales higher and toward those that do.”



After 14 years in hiding, country's most
arrested by Italian police as he tucks in

For additional information on how Bank of America Merchant Services can help your business, visit <https://merch.bankofamerica.com>. Find more tips to help you run your business more efficiently at www.linkedin.com/company/bank-of-america-merchant-services/.

About Bank of America Merchant Services

Bank of America Merchant Services brings together market-leading payment, eCommerce and security solutions to help businesses optimize global digital commerce and improve their customer's purchase journey.

The company processes 16.6 billion transactions at more than 705,000 merchant locations throughout the U.S., Canada and Europe. Bank of America Merchant Services guides businesses from the Fortune 50 to neighborhood establishments through the evolving world of payments.¹

To learn more, please visit <https://merch.bankofamerica.com/>.

About Commerce Signals

Commerce Signals solves the No. 1 problem in marketing: knowing what works. Retailers can double the sales driven by their campaigns using Commerce Signals' near-real-time insights. By connecting ad impressions to accurate, 1st party payment data, Commerce Signals closes the marketing loop, giving marketers the opportunity to shift media spend mid-campaign to the marketing tactics that are driving the most incremental sales.

¹ Per the Nilson report, March 2018, Issue #1127 and Bank of America Merchant Services data, June 2018

Bank of America Merchant Services and Commerce Signals are separate,

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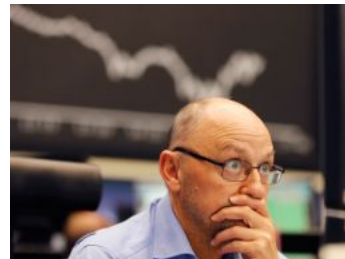
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