

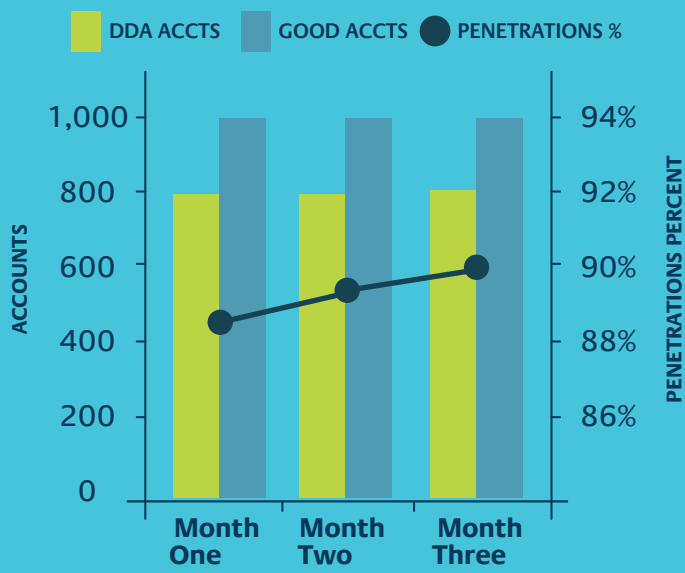
MANAGE YOUR METRICS

PERFORMANCEVUE

PerformanceVue provides dashboards that visually depict performance and growth opportunities and shows how credit unions are performing against PSCU benchmark data, as well as their credit union peers. With up to six KPIs per dashboard, refreshed monthly, you can quickly see the direction of long- or short-term trends at a glance. By reviewing how various KPIs perform against peer and benchmark comparatives, new stories can reveal themselves!

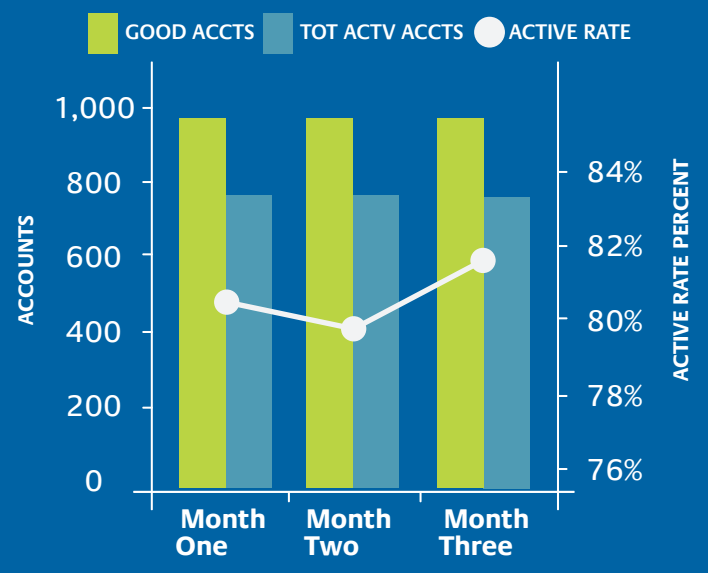


Total Account Penetration



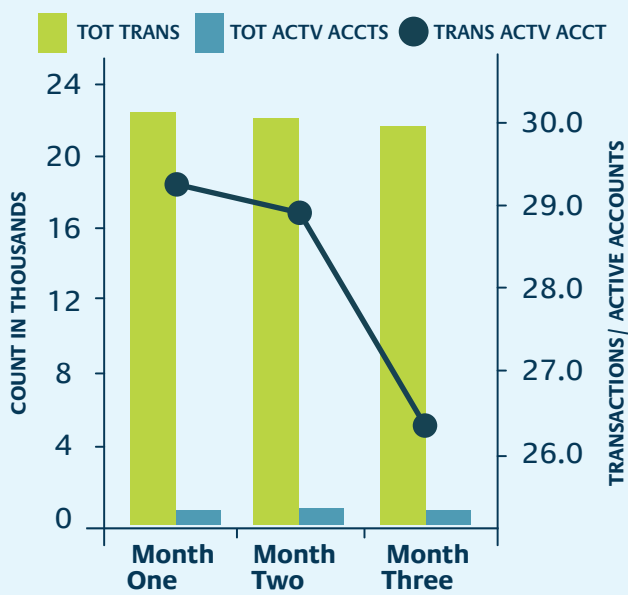
Stage 1 in the debit life cycle with a suggested KPI of 90%.

Active Rate



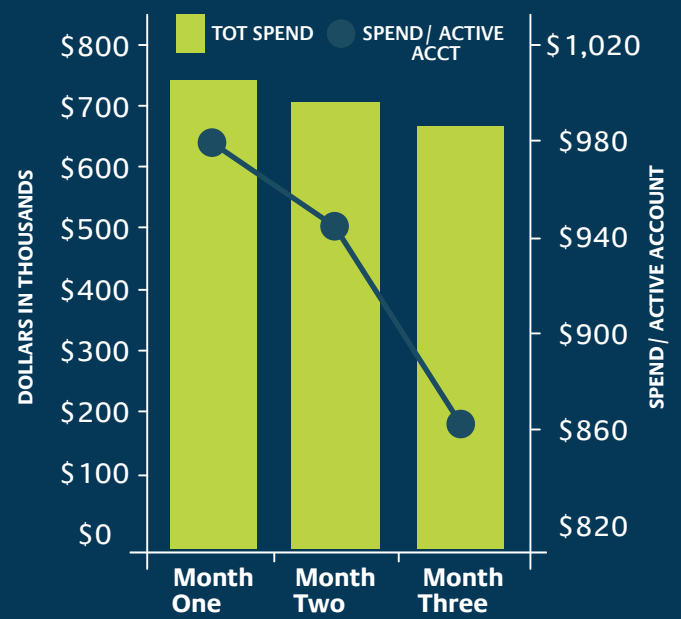
Stage 2 in the debit life cycle with a suggested KPI of 70%.

POS Usage Per Active



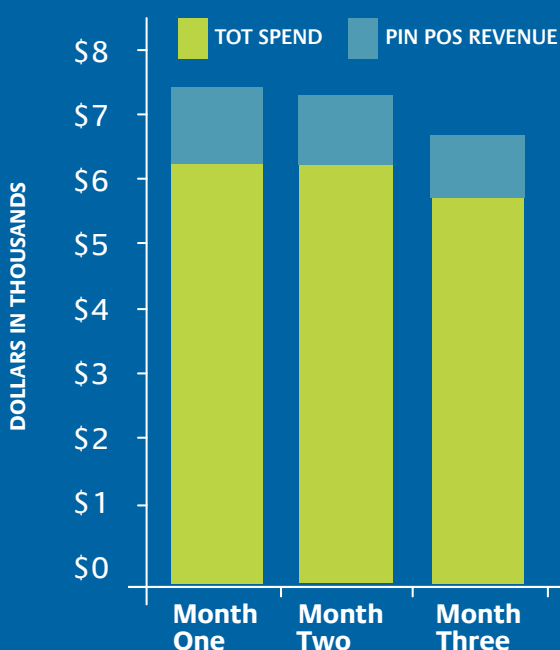
Stage 3 in the debit life cycle with a suggested target usage rate of 25 combined purchase transactions per active cardholder per month.

POS Spend Per Active

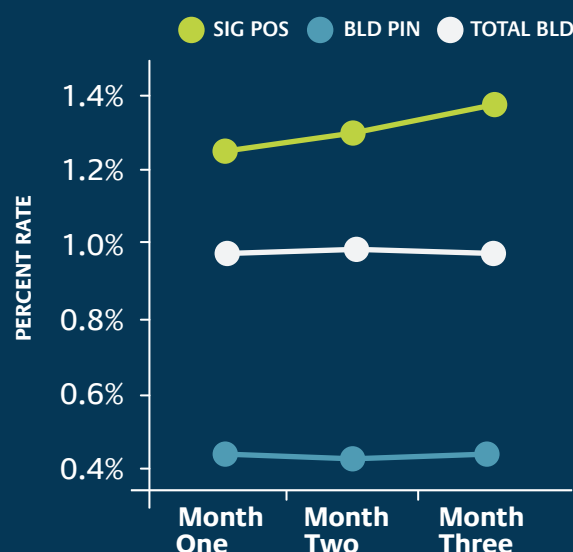


The average spend per debit cardholder is \$775 per month.*
*Nasdaq debit card statistics

Interchange Revenue



Interchange Rates



Member Insight is a suite of solutions, which includes PerformanceVue, along with other relevant actionable insights for cardholder acquisition, retention and engagement. Learn detailed information within the Member Insight Knowledge Base found in PSCU's MemberConnect.

It is paramount to educate the cardholder about the places they can safely and conveniently use the debit card to pay for everyday purchases, from the first cup of coffee in the morning to paying utility bills online. An active debit cardholder translates to a cardholder with a stronger financial institution relationship with greater overall lifetime value. This is accomplished with a structured marketing plan that continues throughout the year. Check out these [Optimization Strategies](#)