

# SpendingPulse™

Accurate industry sales data, weeks earlier than other sources



  
**MasterCard Advisors™**

- Would earlier information drive more profitable actions?
- Would knowledge based on actual sales lead to better-informed decisions?
- Would more-timely data give you a competitive edge?

Uncanny accuracy. Unmatched timeliness. These have made **MasterCard SpendingPulse** one of the most widely relied-on and quoted sources for current economic intelligence. By drawing from near-real-time purchase data from the MasterCard network and processing it through a rigorously proven model that predicts cash and cheque payments, MasterCard delivers granular, industry-specific sales figures across all payment modes. And delivers the information days, weeks or months ahead of other organizations.

Armed with this timely, accurate insight, business decision-makers can identify, target and capitalize on opportunities exposed by changes in consumer spending behavior faster than ever before.

## MasterCard SpendingPulse Reports are:



**Authoritative** Media sources such as The Wall Street Journal and The New York Times often quote SpendingPulse as a barometer of consumer spending and business trends.



**Accurate** Tracking analyses show that SpendingPulse figures correlate highly with industry sources, as well as final figures from Statistics Canada and the U.S. Department of Commerce.



**Timely** SpendingPulse reports are available days or weeks sooner than the corresponding information is available from other sources.

## SpendingPulse Subscriptions

Reports are available on a subscription basis, released monthly\*. Each typically tracks month-over-month changes, year-over-year changes, regional breakouts, other industry-relevant breakouts, three-year history, and expert analysis of current trends and underlying factors. The following reports are available:

### Canada Reports

- Total Retail
- Gasoline
- Grocery
- eCommerce
- Department Stores
- Executive Update

### US Reports

U.S. Total Sales	Grocery
Airlines	Hardware
Apparel	Hotels & Lodging
Auto Parts & Service	Jewelry
Department Stores	Luxury Sales
eCommerce	Restaurants
Electronics & Appliances	
Furniture & Furnishings	
Gasoline*	

### UK Reports

- Total Retail
- Clothing
- Furniture
- Petrol
- Grocery
- Travel
- Department Stores
- Ecommerce
- Luxury Retail

SpendingPulse subscriptions include Outlook reports that are rolling forecast estimates of total category spend for the coming year – released quarterly.

\*US SpendingPulse Gasoline reports are released weekly and do not include Outlook reports.

## SpendingPulse reports can be shared within a corporation and are applicable to:



A SpendingPulse subscription delivers regularly updated, strategic insight, anywhere, about industry-specific sales trends to inform better decisions.

SpendingPulse reports and content, including estimated forecasts of spending trends, do not in any way contain, reflect or relate to actual MasterCard operational or financial performance, or specific payment card issuer data.

## Contact MasterCard Advisors now.

Get up-to-date data to keep you on top of trends that impact your business. And keep you ahead of your competition. Subscribe to SpendingPulse. Visit [www.mastercardadvisors.com](http://www.mastercardadvisors.com).