

# Playbook Performance Analysis

*A top feature of SRM Key Moments is the Merchant Offers Playbook. Results show an immediate **10% incremental increase in transaction volume** while delighting cardholders and saving money.*

## Real-Time Merchant Offers Playbook

rewards cardholders for every transaction with high value offers from America's largest discount network

+ 3

transactions for each engaged cardholder

▲ 25%

cardholder engagement across portfolio

