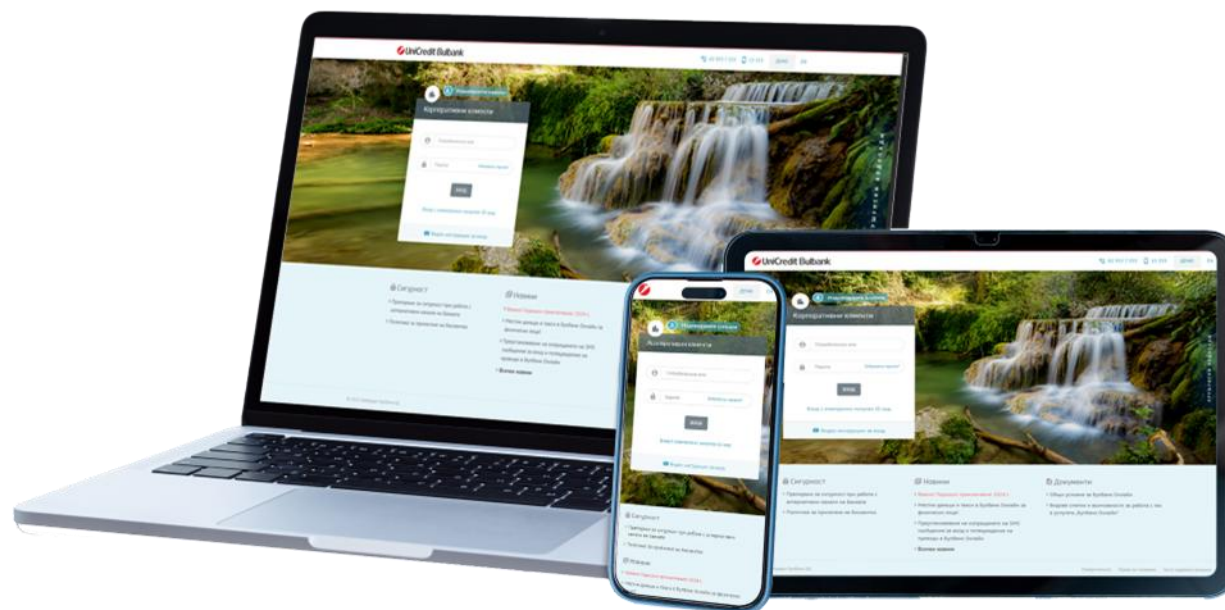


Digital products menu in Bulbank Online

*Analysis of user behaviour
Comparative analysis*

Premium functionality

In your Bulbank Online
Digital products menu



Requests

Corporate services

Trade Finance

Digital products

Financial indicators

Analysis of user behaviour

Comparative analysis

Investments and markets

Administration of profiles

Home

Accounts

	For date	Actual bal
[Redacted] 1010456900BGN BG81UNCR76301010456900	16 Nov 2018 15:27:13	BGN
[Redacted] 1053841010BGN	31 Jan 2025 21:04:41	EUR 3 BGN 6
[Redacted] 1521762737BGN	28 Jan 2025 09:31:47	EUR 39 2 BGN 76 7

	For date	Actual bal
[Redacted]		

EXCLUSIVE FUNCTIONALITY FOR YOUR BUSINESS



Analysis of user behaviour

graphical illustration of various
aspects of user behavior



Comparative analysis

graphical illustration of various
aspects of user behavior compared to
the top 5 selected companies in a
selected industry



KEY BENEFITS



User-friendly
Graphical illustration



Easy access to
aggregated data



24/7 access to
information



Easy and quick client profiling



Premium functionality

for you as a corporate client of UniCredit Bulbank. Additional value in tool for financial & marketing analysis. The bank now offers comprehensive analysis of client profile and financial indicators for the performance of companies and the competitive environment – all in the Online banking.

What will you receive:



Volumes and numbers of transaction payments in your stores and for the top 5 selected companies in your chosen industry



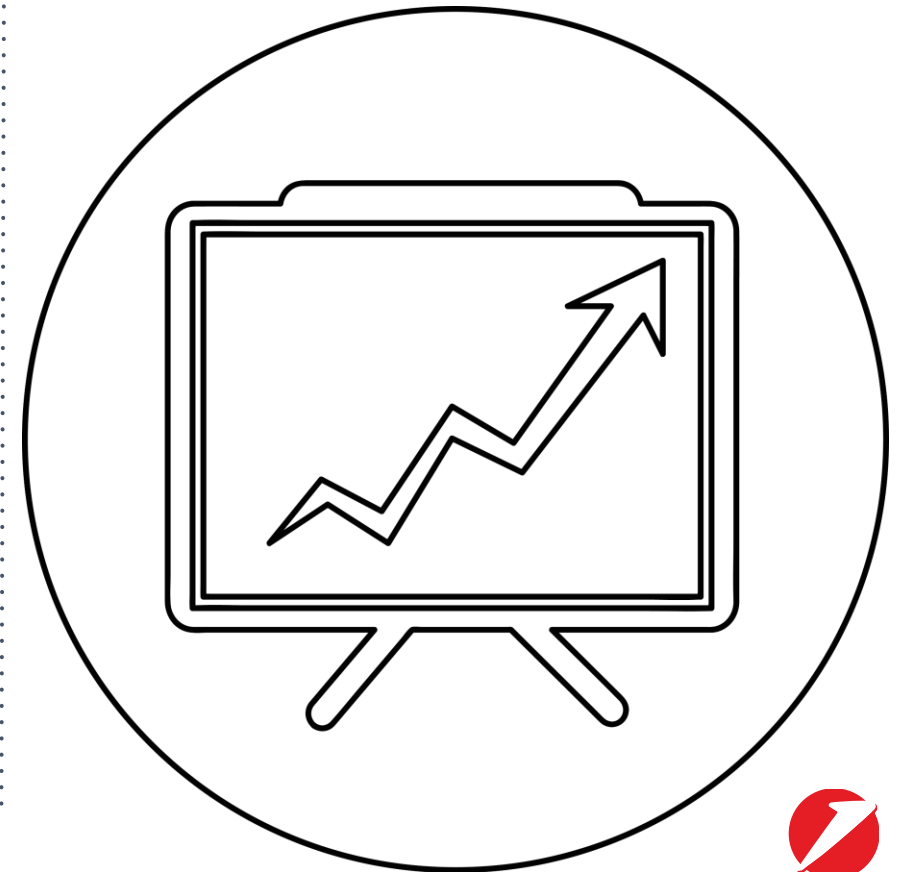
Monitoring of payment dynamics



Aggregated profile of cardholders and their behavior in your locations and in the top 5 selected companies in your industry of interest



Comparative analysis of user behavior in other commercial activities

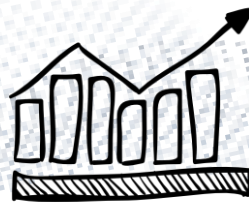




Analysis of user behaviour

graphical illustration of various aspects of user behavior

- ✓ Volumes and numbers of transaction payments
- ✓ Transaction payments by hour ranges
- ✓ User behaviour of cardholders
- ✓ Cardholder Profile
- ✓ Cardholders by income and age
- ✓ Cardholders with short-term loans



Monitor dynamics in terms of volume and number of transactions



Monitor the payment behavior of cardholders



Aggregated data on solvency and age of cardholders by defined ranges in BGN /by age groups



Quick and convenient overview of all card transactions by hour within a 24-hour period



Number/volume of transactions spread by gender (including %) and age groups



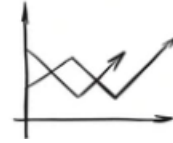
Cardholders' incentive to use short-term credit



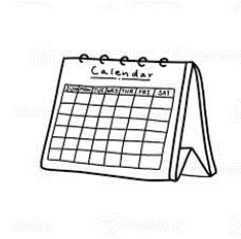
Comparative analysis

graphical illustration of various aspects of user behavior compared to the top 5 selected companies in a selected industry

- ✓ Average volume dynamics and transaction number
- ✓ Transaction volumes ratio
- ✓ Users number and average amount spent
- ✓ Transaction payments by hour ranges
- ✓ Cardholders profile



Comparison with up to five top companies in your chosen industry



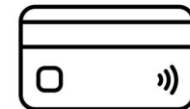
Choice of period of 1/3/6/9 and 12 consecutive months



Select transaction channel: Digital POS/Physical POS or All



Choice between all or common cardholders



Selection based on card type: Debit/Credit cards/Voucher or all





EXPLORE THE FULL RANGE OF FUNCTIONALITIES IN
BULBANK ONLINE [HERE](#).



THANK YOU FOR BEING OUR CLIENT!

