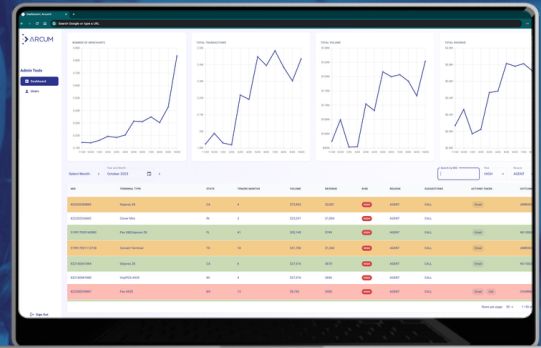
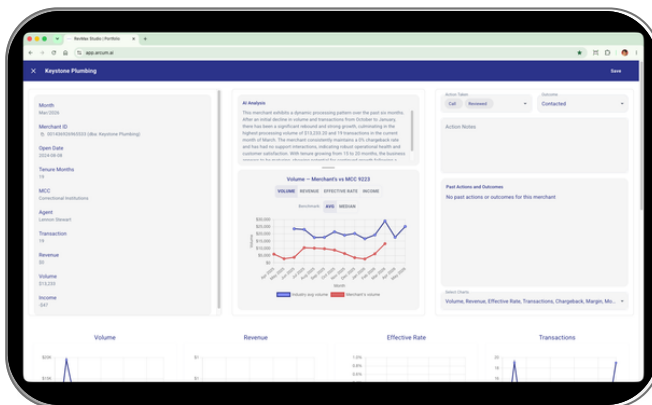


Maximizing Merchant Retention and Revenue with AI



The RevMax Studio **Revenue Retention Manager** leverages Arcum's Archimedes AI to identify merchants who are likely to leave, why they are at risk, and what actions can help retain them, while also uncovering cross-sell opportunities. Teams can then act on these insights using personalized, AI-powered emails designed to improve merchant engagement and results.



AI-Powered Action & Outreach

RevMax Studio turns insights into action.

- Arcum identifies the opportunity.
- Arcum recommends the action.
- Users can immediately conduct outreach.
- AI enriches and personalizes each email.
- The result is stronger merchant engagement and retention.

Drives increased revenue

Customers typically see a tenfold return on ROI within 6 months and at least a 1% gain in their revenue.

Let's get started. Contact us for a demo or for more information at info@arcum.ai

Merchant Insights

RevMax Studio analyzes a wealth of transactional, product, and service data, combined with macroeconomic inputs, to map out the patterns and behaviors of future merchant activity. This includes identifying merchants at risk of leaving your portfolio with 90% accuracy.

AI-Driven Recommendations

Based on the predictions, RevMax Studio suggests tailored actions that are proven to be effective with the merchant. Typical insights are identified are service issues, overpricing, product outages, or the 1099 agent.

"Growth requires staying ahead of problems – not reacting to them after the fact."

Arcum's AI gives our team the visibility and focus we need to engage merchants earlier, strengthen relationships, and scale our retention efforts."



Chris Benabu
Chief Revenue Officer
Suede