

# Trended Solutions

Figure 9a: Case study: The impact of line assignment.

Profits are flat across spend segments when credit lines are undifferentiated.

The portfolio credit lines in the graph below were \$8,500, regardless of spend levels.

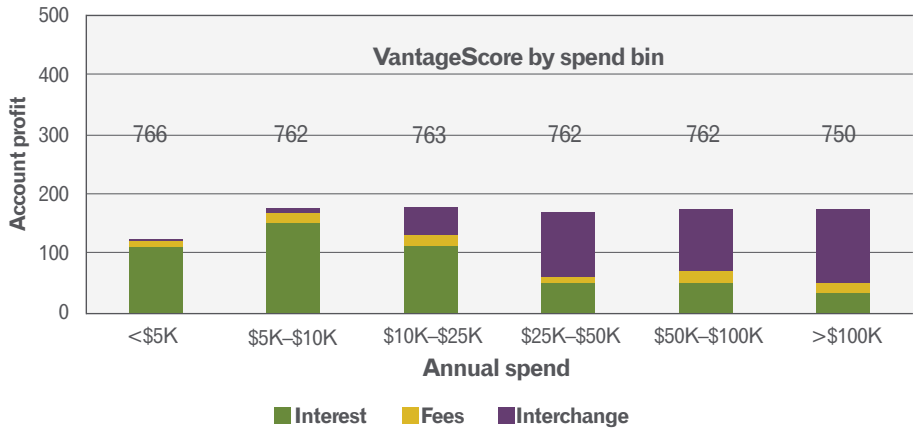


Figure 9b: Case study: The impact of line assignment.

Differentiating line will help optimize profit on high spenders.

