

# ANZ Digital Services Help

## **Economic Pulse Plus in ANZ Transactive — Global**

Eco Pulse Plus is currently in pilot and available to a select group of customers for early access and feedback.

We know you love ANZ's Economic Pulse.

- Powered by ANZ's rich retail spend data
- Unlocking spending insights across a range of industries
- Performance comparison with industry peers

How can we make it easier for you to get exactly what you're looking for?

Introducing Economic Pulse Plus.

Ask for the data you want, presented in the way you want

“Show me Black Friday sales for 2024”

Let's say you are the owner of a national women's fashion chain.

From Economic Pulse, you can see this category's performance by state.

But, did your stores outperform the industry average in Black Friday sales?

Let's ask Economic Pulse plus:

“Show me what the spending in women's clothing look like during Black Friday 2024”

Economic Pulse Plus response: During the week of Black Friday 2024, spending on women's clothing was \$30.18M.

Our data is aggregated weekly, and for your query, the data covers the period from 2024-11-24 to 2024-11-30. The analysis covers the week that includes Black Friday, rather than only the holiday date itself. Curious about the calculation details? Just ask and I'll explain!

Let's explore further!

“Can you compare the above with 2023”

- Powerful data
- Easy insights
- Simply ask Economic Pulse Plus

Rolling out to select users soon.

**For more information on Economic Pulse Plus in ANZ Transactive – Global, visit ANZ Digital Services Help.**

[Help.online.anz.com](https://Help.online.anz.com)

