Introducing Visa Audiences

Reach targeted audiences at scale with aggregated spending insights from Visa.

Visa Audiences is a new product for digital advertisers that uses transaction-based insights to help you target and measure digital advertising campaigns—all with privacy protections you'd expect from Visa.

Visa Audiences lets you reach groups of buyers who:

- Spend at many times the national average in your category
- Shop offline in your stores but may not have registered on your site or with your loyalty program
- Spend at certain times including season or event, time of day and most recent spenders

Privacy comes first

All Visa spend data is first aggregated and anonymized, then confidentially mapped with other online data sources to identify your highest value audiences.

Transactional data insights, combined with other online analytics and integrated with your Data Management Platform, give you a powerful predictor of buying intent

Targeting Data Sources

Data Management Platform   Visa

Contextual

Transactional

Demographic

Behavioral

VISA everywhere you want to be
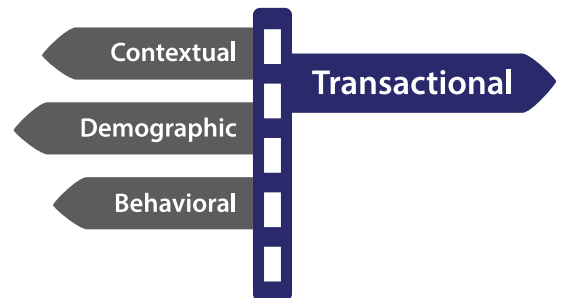
Available Most Everywhere You Buy Media

Visa Audiences is available through leading online publishers, ad networks and data exchanges, most everywhere you buy media, with no implementations or turnaround time. Get started today with syndicated Visa Audiences.

Pre-Built, Syndicated Audiences

Select from more than 175 pre-built, syndicated audiences in dozens of merchant categories. Reach groups of consumers based on pre-defined shopping behaviors:

Peer Sets
Consumers that shop at similar retailers

High Volume
Customers that spend frequently in your category

Seasonal
Shoppers who spend more during major retail holidays or events

Time of Day
People known to buy at various times morning to evening

Custom Audiences

Built on demand and tailored to your exact requirements, custom audiences can typically be delivered within 5 business days, depending on audience complexity.

Team Up with Us and Benefit from our Scale and Relationships.

Scale

Powered by the world's largest electronic retail payments network[1]:

- **$1.4 trillion** annual U.S. credit card spend
- **16 billion** transactions captured annually
- **300 million** Visa cards in market
- **2x larger** than next payment network

Relationships

Used By Top Retail Brands
62 of Visa Top 250 Merchants already use Visa Audiences[2]

Industry-Leading Providers
Visa works with Oracle Data Cloud to help marketers target and measure their audiences on Facebook, Twitter, Google, and over 200 other media platforms.

Contact Us Today

Contact your media sales representative today or visit www.visa.com/loyalty/advertising to learn more.

VISA everywhere you want to be