



HERE'S PROOF THAT
VIN DELIVERS

\$21 million

Amount of incremental revenue generated
by VIN merchants³

48% lift

Additional revenue you can experience
by pinpointing highly motivated
cardholders from the VIN database³


52% lift

Incremental shopping activity that
you can achieve by reaching the right
customers at the right time³

44% repeat

Percentage of VIN merchants who are
returning participants³



Visa Incentive Network 
The customers you want. Delivered right to you.

INCREASE YOUR SALES AND ACQUIRE MORE CUSTOMERS

Attract new customers to your business. Expand wallet share of your current customers. Reinvigorate lapsed customers. Increase store traffic at new locations or during slow sales periods. It's all possible with the Visa Incentive Network (VIN). This complete direct marketing solution sends highly targeted, exclusive offers from select merchants like you to Visa consumer credit rewards cardholders. It helps boost your bottom line by delivering the right offer to the right customers at the right time.



CAPITALIZE ON TARGETING THAT PINPOINTS THE BEST CARDHOLDERS FOR YOU

Target customers using data you can't get anywhere else. The VIN program uses VisaNet® transaction data for over 92 million Visa consumer credit rewards cardholders, helping you find the most relevant audience for your offer.

Create a sustainable impact on your business by tapping into the pool of responsive customers who currently shop in your category. Visa's sophisticated analytical approach provides you with deep insight into a broad spectrum of shopping behaviors for individuals who come from every corner of the country. And who spend, on average, more than four times as much as other cardholders.¹

As a VIN merchant, you'll receive a customized approach to targeting cardholders who will find your offer appealing. Our cutting-edge targeting—based on segmentation, affinity or incremental activity modeling techniques—ensures that your offer is sent only to those accounts that will be most responsive and send your sales soaring.



The VIN database contains over 92 million highly desirable rewards cardholders.¹ Our proprietary targeting techniques help you find individuals who will be eager to respond to your offer.

AUGMENT YOUR BUDGET WITH A COST-FREE SOLUTION²

VIN offers you a dedicated Visa team of analytical and marketing professionals who partner with you and manage your program. These industry experts help guide you through every step of the process—from pre-campaign analysis to executing your marketing objectives to post-campaign reporting.

Your Visa team will help you market to some of the most desirable consumers in the country—shoppers coveted by your competitors. To reach these cardholders, we work with you to craft a “best-in-market” offer that motivates your target audience to use their Visa rewards card to redeem your offer. Your Visa team also ensures your offer grabs attention so you get the results you want.

Visa covers the costs of program management, target modeling, creative materials (including printing and postage) and the detailed post-campaign analysis. You simply handle the offer redemption costs.

SIGN UP TODAY TO CASH IN ON THIS WINNING SOLUTION

Get started right away by contacting a VIN expert at contactvin@visa.com. You can also visit visa.com/vin to learn more about how the Visa Incentive Network can help you generate more sales.

¹Source: VisaNet, 2008.

²Merchant only responsible for offer redemption costs.