



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.

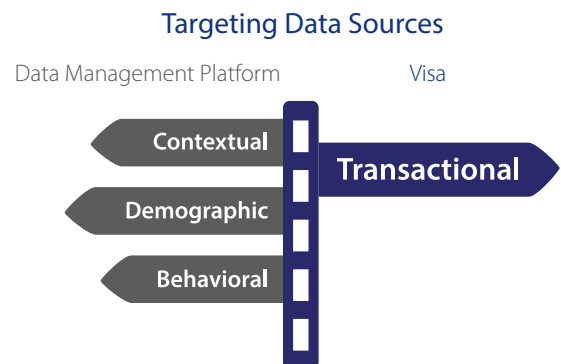
Visa Audiences lets you reach groups of buyers who:

- Spend heavily in your category, even if not with you.
- 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.



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 200 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 global electronic retail payments network¹:

- More than **\$3 trillion** U.S. credit and debit card spend.
- **59 billion** transactions captured annually.
- **838 million** Visa cards in market .
- **2.3x larger** than next payment network.

Relationships

Used By Top Brands

More than **100 of the top US digital advertisers** and hundreds of major brands 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 [visa.com/loyalty/advertising](https://www.visa.com/loyalty/advertising) to learn more.

