



Introducing VisaVue Audiences

View your prospects from a different angle.

To reach the right customers, your business needs targeted digital campaigns. However, utilizing demographic and online behavioral data alone can be limiting. VisaVue Audiences combines transaction data from the world's largest retail payment network with demographics and behavioral insight from Visa's digital media partners to enable a wide array of targeting options for clients. Now you can reach the right prospects and customers, with precision.

\$1.2 Trillion

2014 Visa U.S. Credit Card Dollar Volume Spend¹

VisaVue Audiences gives you precise targeting capabilities designed to:



Determine prospects based on spend patterns



Target high value prospects with precision



Create more efficient campaigns for **higher ROI**

Make VisaVue Audiences Work For You

Designed for easy integration into your existing campaign strategies and programs, VisaVue Audiences is available through leading online publishers, ad networks, and data exchanges.

How VisaVue Audiences works:

1. You select a participating digital media provider and define targeting criteria for your campaign.
2. Visa analyzes billions of Visa transactions to identify accounts with the desired spending patterns.
3. Visa sends aggregated and de-identified transaction insights to the selected provider.
4. The selected provider anonymously matches VisaVue data with demographic and behavioral attributes of online audience members.
5. The selected provider serves your digital ad campaign to the targeted audience.

Why you should embrace VisaVue Audiences:



You can target prospects

based on actual retail spending patterns, along with demographic and behavioral data.



You can help to improve your ROI

by efficiently identifying your high value prospects.



You can choose

from pre-defined VisaVue Audiences spend categories, or create a custom segment tailored to your specific campaign objectives.



You have access to Visa's scale

Over 14 billion US credit transactions in 2014 - more than twice the volume of the next largest payment network²

Team up with Visa and benefit from our scale and innovation.

Scale

Visa powers the world's largest retail electronic payments network, allowing us to provide merchants with precise and reliable transactional insights.

Innovation

Our continuous investment in our network and technology allows us to offer valuable solutions to merchants—and has contributed to our 50 year history of leading innovation.

Contact your Visa account executive to learn more about how these programs work and how they can be implemented for your business.