

# High-octane ad campaigns start and end with Visa Advertising Solutions

A powerful new suite of products from Visa created just for advertisers can help you more effectively target your digital ad spend and measure performance in your next campaign – all with the privacy protections you'd expect from Visa. Available on leading digital and social media platforms, Visa Audiences can deliver your targeted buyers and Visa Ad Measurement can reveal how your ads turned into sales.

## Visa Audiences

Spending data is a powerful predictor of future buying behavior because it takes into account real world shopping, not just online clicks, likes or shares. Using audiences built from aggregated Visa spend data, you can reach groups of consumers with a known propensity to buy.



### Reach high spenders

Visa Audiences helps you find populations of consumers that spend significantly above the national average in your category.

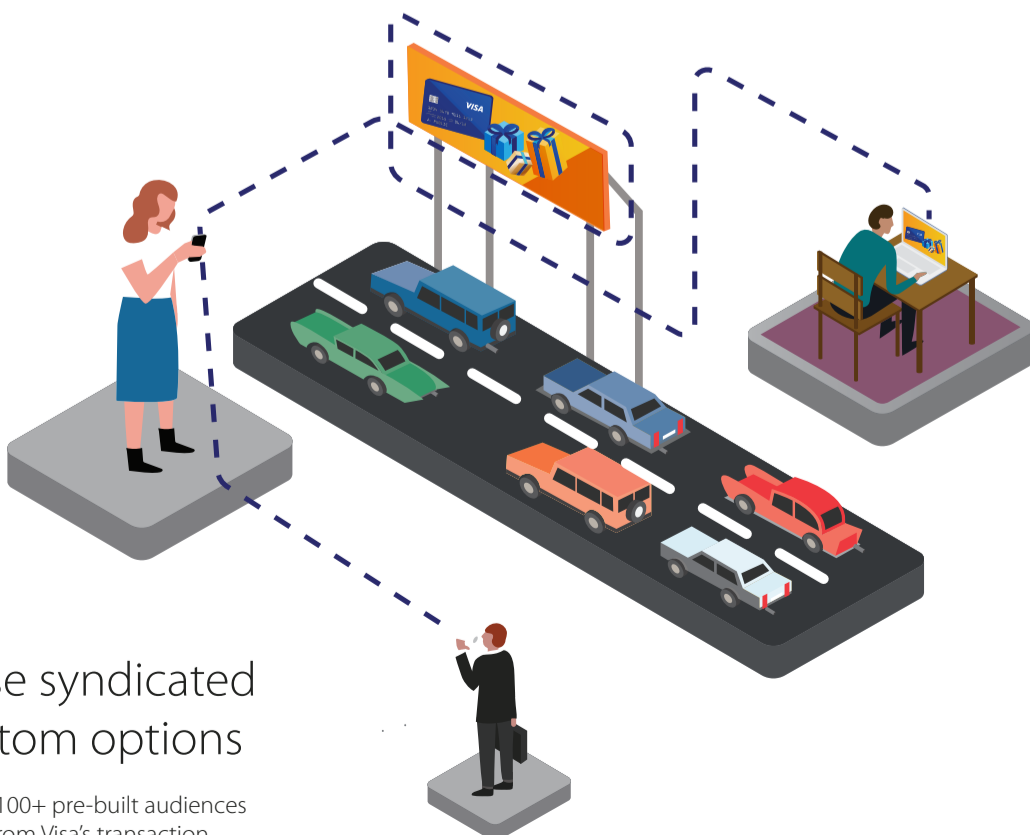
### Engage likely purchasers

Find populations of consumers who spend in your category, even if not with you, and find more customers like your current customers base.



### Stay 100% confidential

Built on Visa privacy standards, Visa Audiences use anonymized and aggregated spend data. No personal spending data is ever shared.

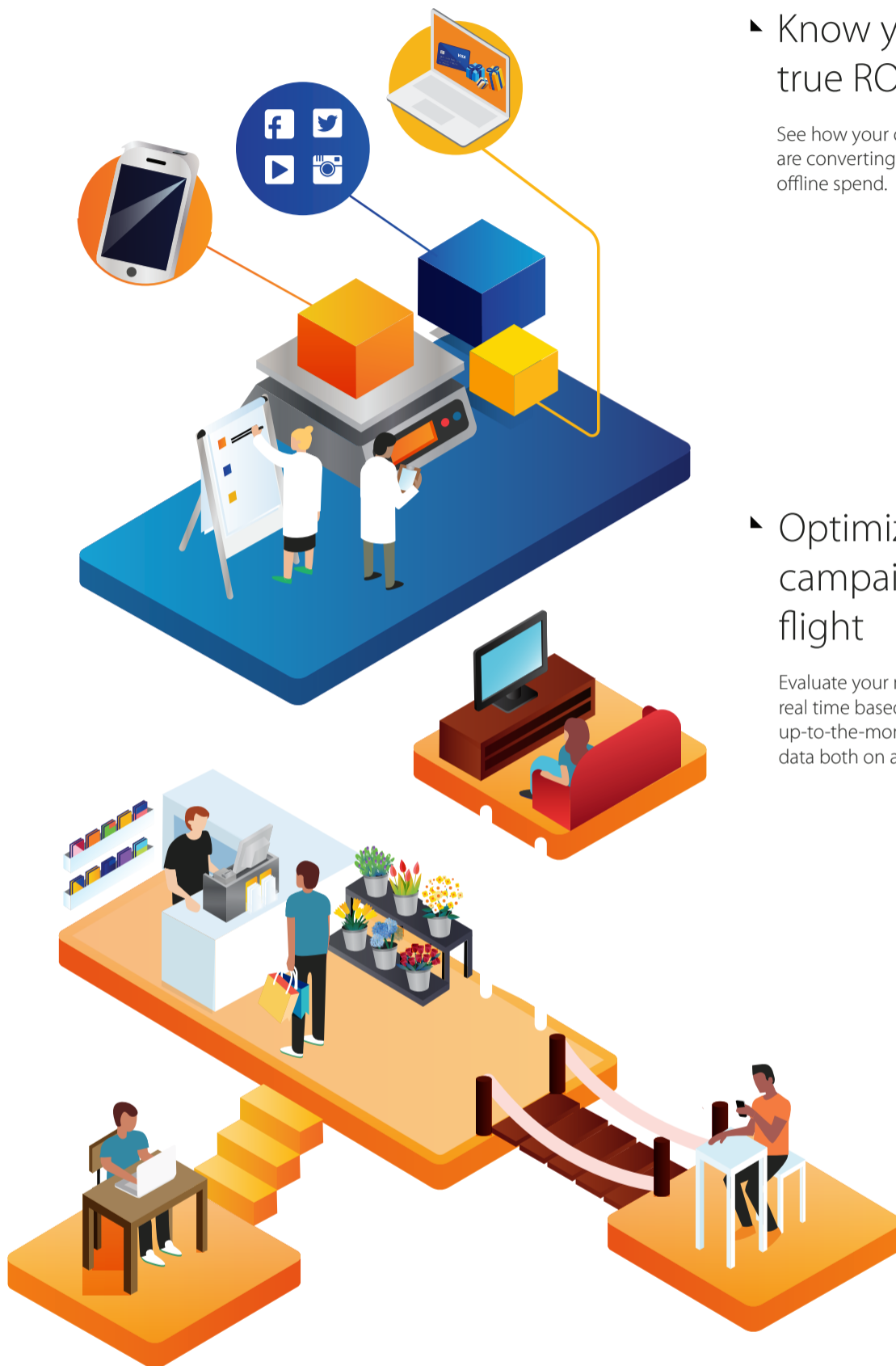


### Choose syndicated or custom options

Select from 100+ pre-built audiences assembled from Visa's transaction dataset or design your own.

# Visa Ad Measurement

With more than 94% of transactions still occurring offline, online metrics alone are insufficient in capturing ROI.<sup>1</sup> Visa Ad Measurement lets you understand which ad tactics are most effective at driving sales either offline or online. So you can properly assign sales lift to your campaigns and understand the real ROI of your advertising.



## ► Know your true ROI

See how your online campaigns are converting to online and offline spend.

## ► Optimize campaigns in flight

Evaluate your marketing in near real time based on up-to-the-moment conversion data both on and offline.

## ► Prove the value of your marketing dollars

See how your advertising efforts are driving incremental spend.



To find out how you can advertise more effectively with Visa Advertising to target the right consumer segments and understand your true ROI, contact your media sales representative to schedule your next meeting.

### Sources:

<sup>1</sup> Source: Source: U.S. Census Bureau Quarterly Retail E-Commerce Sales Report 1st Quarter 2016

[www.visa.com/loyalty/advertising](http://www.visa.com/loyalty/advertising)

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