



Introducing Visa Ad Measurement

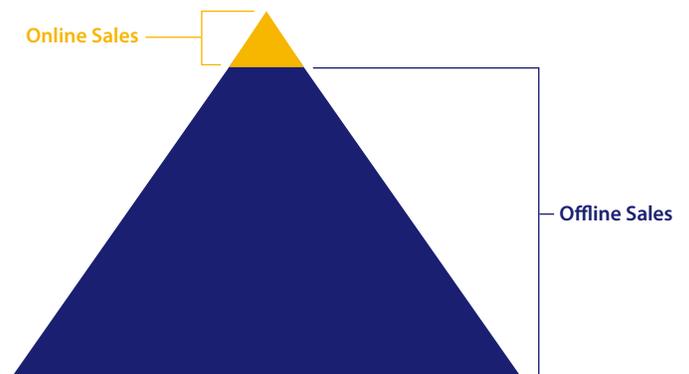
Close the loop between online ads and retail sales.

Visa Ad Measurement 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 Ad Measurement lets you:

- See how your marketing dollars are driving incremental sales
- Measure the effectiveness of your ad tactics in activating sales
- Tie digital ad exposures directly to ROI
- Optimize your campaigns in flight by analyzing spend data near real time

Visa lets you measure ROI on your ad spend, including the more than 94% of transactions that still happen offline¹



Privacy comes first

All Visa measurement reporting is based on aggregated and anonymized spend data and campaign performance is measured in a process designed to protect confidentiality.

Now you have a new reference standard for all your digital ad measurement

With Visa, you can tap into insights from our vast transaction network most anywhere you are spending your ad budget. You can use one set of comprehensive, apples-to-apples data most anywhere you are spending your ad dollars, for a single version of the truth.



Close the loop on ad spend

If you're like most marketers who say their top challenge is measuring media ROI¹, you'll benefit from Visa's solutions to see the whole big picture: you can measure your media with actual online and offline sales lift and ROAS metrics across most platforms, campaigns and ad tactics.



Eliminate guesswork

Visa's scale lets you tie ad exposures and clicks directly to actual spend behavior at statistical scale—a method that gives you far greater confidence than modeling alone, all while preserving consumer privacy.



Optimize your campaigns in flight

Now you can evaluate your marketing in near real time based on up-to-the-moment conversion data from both online and offline channels.

Team up with Visa and Benefit from our Scale and Innovation.

Scale

Powered by the world's largest electronic retail payments network²:

- **\$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

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 Us Today

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