



# Introducing VisaVue Measurement

Your campaigns. Your sales. And the insights to help optimize them.

With over 90% of sales occurring offline<sup>1</sup>, online metrics alone can't give you a full picture of your advertising. VisaVue Measurement combines the power of hundreds of millions of transactions per day with attribution tools from market leaders so you can understand the value of impressions and clicks in driving sales. Finally measure your true ROI.

**68%** of underperforming companies don't have the right data to measure marketing effectiveness<sup>2</sup>

VisaVue Measurement helps you obtain a more complete view so you can:



Measure performance based on actual sales



Attribute sales on multiple channels



Evaluate campaign performance in near real-time

# Make VisaVue Measurement work for you

VisaVue Measurement is designed for easy integration into your existing campaign strategies and programs with minimal set-up and implementation effort. VisaVue Measurement is available through select market leaders.

## How VisaVue Measurement works:

1. You give Visa or a participating digital platform consent to access your transactional data.
2. Visa aggregates and de-identifies consumer information to protect their privacy.
3.
  - a. For near real time reporting: Access transaction based signals while your campaign is still in-flight via a dashboard provided by participating digital platforms.
  - b. For detailed post-campaign lift analysis: A detailed executive report will be provided by participating digital platforms.
4. Now you are able to better understand your campaign performance and have greater confidence to quickly re-direct funds to marketing efforts that have a positive impact on the growth of your business. VisaVue Measurement can be used alone, alongside other VisaVue solutions, or with any programs or processes you may already have in place.

## Why you should embrace VisaVue Measurement:



**You have access to metrics** that matter with insight into both online and offline purchase channels



**You can drive increased accuracy** of ROI reporting



**You have flexibility to measure** across multiple channels



**You have access to Visa's scale:**

- Over 50 Billion U.S. transactions per year<sup>3</sup>
- Over 700 Million U.S. cards<sup>4</sup>

## 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 transaction insights.

### Innovation

Our continuous investment in our network and technology allows us to offer valuable solutions to our participating 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.