

Measure and Optimize Your Ad Campaign in Flight with Visa Ad Measurement

- **How effective is my ad campaign at driving bottom-line sales (online/offline)?**
- **What changes should I be making right now to optimize my campaign?**
- **How do I understand where my marketing dollars are giving me the best return?**

If you struggle to answer simple yet vital questions like these, you're not alone.

For many marketers, understanding the return on their ad spend continues to be a major challenge. Strong signals of value are hard to find and getting that direction in a timely manner is even harder.

At Visa, we believe that understanding where value was delivered should be straightforward, actionable and delivered throughout a campaign. Using our tools, technology and data assets, you can not just understand performance, but take action to maximize it mid-flight.

Visa Ad Measurement closes the loop between ad spend and sales in a seamless, transparent and actionable way. Understand how various media tactics drove purchase frequency, spend amount and acquisition of new customers in real time.

Capabilities

- **In-flight optimization** – Shift budget mid campaign
- **Closed-loop KPIs** – Tie ad exposure to purchase frequency, spend amount and customer acquisition
- **Channel and platform views** – See which publishers, ad tactics and creatives receive the most credit for sales
- **Online/In-store sales attribution** – See how online ad impressions converted to sales
- **Dayparts** – See how ads performed at specific times of day
- **User-friendly reporting** – Easily select from a number of different flexible views
- **No additional tagging needed**- log files can facilitate all Visa Ad Measurement

Key campaign-level metrics

Client-selected KPIs

Client-selected tactics



Spend profile (not just whether they spend, but how they spend is also important)

Screenshot is for illustration purposes only

Benefits

- **More efficient media buying** – Adjust your media based on near-real-time measurement results
- **Metrics that matter** – Measure ROAS, Net New Purchasers, Acquisition Rate and Buy-Through-Rate
- **Privacy-first** – Created with the privacy standards you'd expect from Visa, always aggregated and de-identified
- **Affordable** – Priced attractively to give you multiple readouts throughout your campaign
- **Trusted** – Data from the source, the world's leader in digital payments
- **Backed by Scale** – Built from Visa's more than \$3.6 trillion in annual U.S. payments volume¹
- **Timely** – Available as soon as two weeks after the measurement window

Do your ads measure up to more than just clicks?

Find out with Visa Ad Measurement. We use real spend data to help you optimize campaigns and drive sales. See which ad tactics are generating sales and where to spend your campaign dollars. No more wasted impressions on tactics that are not helping your bottom line.

Visa Ad Measurement is part of a suite of Visa Advertising Solutions that includes pre-campaign insights for media planning, audience activation and measurement.

Contact visaadvertising@visa.com today or visit visa.com/advertisingsolutions to learn more.

Source:

¹ The Nilson Report 1147 (Feb 2019)