

# MASTERCARD AUDIENCES

MORE PRECISE ONLINE MARKETING BASED  
ON AGGREGATE PURCHASE BEHAVIOR APPLIED  
TO THIRD-PARTY CONSUMER POPULATIONS



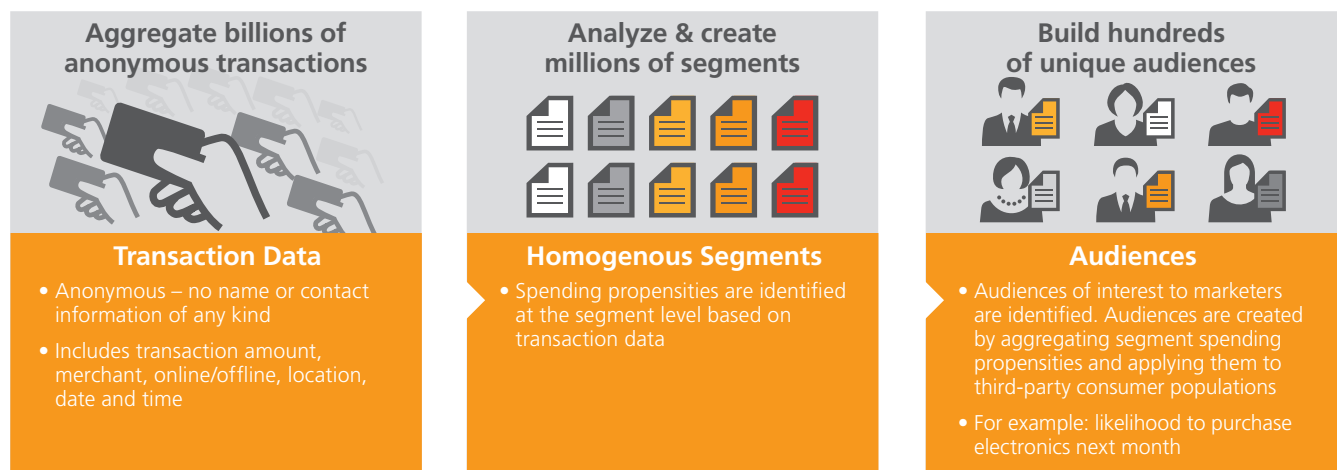
- 🔍 How can I reach prospects more precisely?
- 🔍 How do I find audiences who are ready to buy?
- 🔍 How can I turn ad spend into greater return?

How can you be sure the online audiences you purchase will deliver a hard-dollar return? With **MasterCard Audiences**. Unlike any other online audiences available, MasterCard's are based on aggregate consumer spending behavior within each category, derived from billions of transactions and applied to third-party consumer populations.

A proprietary MasterCard methodology identifies audience segments with higher statistical probability to make purchases within the category. You will reach more of the likeliest purchasers, with less waste in your online spend. The reasons to choose MasterCard audiences for your online buys include:

- Insight drawn from actual transactions – superior to survey, derived or implied data
- Timely, relevant data based on current spending patterns
- Audience profiles informed by activity on more than 1.7 billion payment cards and 23 billion U.S. transactions annually
- Custom audiences available for specific product and service niches

## Mastercard Custom Audience Development: Aggregation and Analysis



## MasterCard Smart Audiences Available

**Top Tier Spender:** Audiences based on high levels of historic spend

**In the Market:** Audiences based on the likelihood of individuals spending in a specific category within a specific time period.

- **Restaurant**

Fine Dining  
General Restaurants/  
Non-Quick Serve  
Quick Serve Restaurants

- **Retail**

Department Stores  
Discount Department Store  
Home Furnishing and Accessories  
Gift Stores  
Office Supplies  
Home Improvement  
Sports Apparel + Equipment  
Children's Apparel  
Family Apparel  
Men's Apparel  
Women's Apparel  
Consumer Electronics,  
Appliances & Accessories  
Computer & Software Sales  
Camera & Photography  
Luxury Retailers  
Mega Stores

- **Grocery & Drug Store**

Grocery Stores  
Drug Stores

- **Hotel**

Upscale Hotels, Resorts  
Hotel/Motel

- **Financial Services**

Credit Cards  
Wealth Management

- **Automotive**

Automotive – New &  
Pre-Owned Vehicle Sales  
Automotive Retail & Accessories

- **Entertainment**

Movies  
Professional Sports  
Concert Tickets & General  
Box Office  
Theme Parks  
Luxury Entertainment

- **Telco/Cable**

Cellular / Wireless Devices  
Cable TV + Internet

- **Travel**

Domestic Air Travel  
International Air Travel  
Cruise Travel  
Luxury Travel

- **Other**

Resorts & Casinos  
Delivery Services  
Dating Services

- **Indexes**

Discretionary Spend Index

- **Seasonal**

Valentine's Day Shopper  
Mother's Day Shopper  
Father's Day Shopper  
Last Minute Christmas Shopper  
Black Friday/Cyber Monday Shopper

Custom audiences are also available for special-purpose product and service niches. Visit us at [www.mastercardadvisors.com](http://www.mastercardadvisors.com).



## Specify MasterCard Audiences for your online buys.

MasterCard audiences are available through major data exchanges and through online ad networks. When you make an online buy, specify that you wish to purchase MasterCard Audiences.