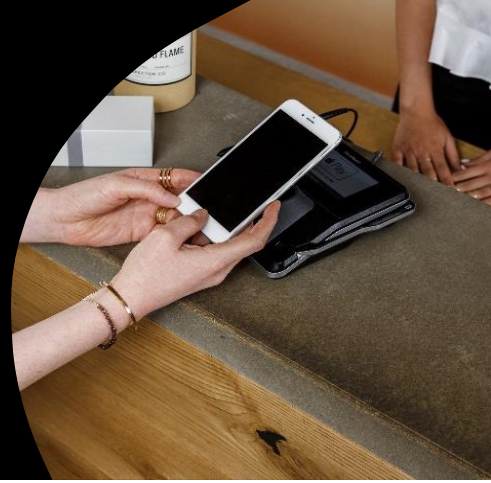


Supercharge your campaigns with Mastercard Audiences

*Built by creating segments from anonymized transaction data



By leveraging the quality and scale of transaction-based insights, Mastercard Audiences boosts omnichannel campaign performance using aggregated and anonymized historical purchasing behavior to segment audiences. Organizations can build custom audiences using the platform, as well as access standard, off-the-shelf audiences.

What are Mastercard Custom Audiences?

Mastercard Custom Audiences improves digital advertising campaigns by leveraging transaction data to reach and engage target audiences

- Leverages the **expertise of the Mastercard data science team**
- Builds **made-to-order audiences** from aggregated and anonymized transaction-based insights
- Gives **full transparency** into the customer segment attributes behind each audience

Contact your sales representative to build Mastercard Custom Audiences for your campaign.

Proven Results



A quick service restaurant (QSR) drove a 23% engagement lift with a Twitter campaign, compared to a baseline of 7%.

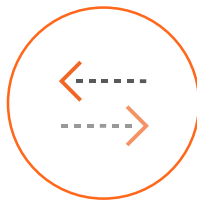


A leading technology retailer increased customers' likelihood to purchase by 400% in the holiday season.

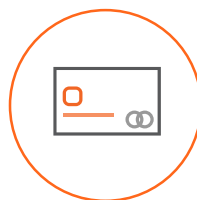


A leading airline saw a 40% lift in email conversion in a campaign leveraging Mastercard Audiences.

Mastercard Audiences builds audiences using a globally scaled, high quality anonymized dataset:



24+ billion
transactions processed per
year in the US



400 million
cards in the US



9+ million
businesses accepting
Mastercard in the US



What are Mastercard Standard Audiences?

In addition to bespoke audiences, Mastercard offers hundreds of pre-made, off-the-shelf segmentations via Mastercard Standard Audiences:

Mastercard Standard Audiences by Vertical

Accommodations

Casino
Extended Stay
Hotel/Motel
Midscale Hotel
Upscale Hotels & Resorts

Apparel

Children's Apparel
Family Apparel
Luxury Apparel
Men's Apparel
Sporting Goods
Shoe Stores
Women's Apparel

Automotive

Automotive—New and Used Car Sales
Automotive Retail
Domestic Cars
Foreign Cars
Gasoline
Luxury Cars
Parts & Accessories

Credit Cards

Rewards
Standard Credit Cards

Electronics

Camera & Photography Supplies
Consumer Electronics & Appliances
Computer & Software

Entertainment

Art & Museum
Audio/Video
Concert & Theatre
Movies
Professional Sports
Subscription Services
Show/Ticket Vendors
Theme Parks

Existing Index

Discretionary Spend Index

Grocery + Drug

Drug Stores
Groceries
National Chain
Organic Groceries
Online Grocery Stores

Hotels, Casinos, and Resorts

Casinos & Gaming
Extended Stay Hotels
Luxury
Midscale
Upscale

Mobile In-App

In-App Games
In-App Retail
Mobile Payment

Mobile Purchasing

In-App Games
In-App Retail
Mobile Payment

Online Shoppers

Men's Apparel
Consumer Electronics
Department Stores
Women's Apparel

Restaurants

Bakeries
Casual Chain
Coffee Shops
Delis
Family Dining
Fine Dining
International Cuisine
Mid Scale Restaurants
Mid-Range & Non-Chain
Pizza
Sandwiches
Quick Serve (QSRs)

Retail Stores

Arts & Crafts
Books
Camera & Photography
Computer & Software

Retail Stores (cont'd)

Consumer Electronics
Department Stores
Discount Stores
Gift, Stationery & Luggage & Leather
Home Furnishings
Home Improvement
Mega & Big Box Stores
Men's Apparel
Music & Videos
Newspapers & Magazines
Office Supplies
Online Shopper
Shoe Stores
Special Occasion
Sporting Goods
Toys
Variety
Women's Apparel

Small-to-Medium Business

High Spend in Big Box/Grocery
High Spend in Office Supply/Shipping
High Spend in Travel & Hotels
Likely Small Business

Specialty Services

Accounting & Legal
Cloud Services
Courier Services
Dry Cleaning & Laundry
Education Related
Energy Friendly Services
General Insurance
Gyms & Sports
Hair Care & Beauty
Online Dating Communities
Online Food & Delivery
Online Grocery
Pet Services
Photography
Real Estate
Subscription Services

Telco

Cable TV & Internet
Cellular & Wireless
Cord Cutters
Decreasing & Increasing Payments

Travel

Affluent Spenders
Air Business Travel
Bus Travel
Car Rentals
Cruise Travel
Domestic Air
Duty Free Spenders
International Air
Luxury Travel
Taxi/Limo/Car Services
Train
Upcoming International Travel
US Airport Hubs

Mastercard Seasonal Standard Audiences

Back to School

Children's Apparel
Department Stores
Electronics
Family Stores
Mega Stores
Office Supplies

Black Friday—Cyber Monday

Apparel & Accessories
Electronics
In-Store Spender
Online Shopper

Father's Day

Apparel
Sporting Goods

Halloween

Candy, Party & Costumes

Holiday Shopper

Camera & Photography
Cellular & Wireless
Children's Apparel
Consumer Electronics
Online Shoppers
Jewelry & Giftware
Last Minute Shoppers
Luxury Retail
Luxury Travel
Men's Apparel
Sporting Goods
Telco & Cable
Women's Apparel

Holiday Traveler

Domestic Travelers
International Travelers

Mother's Day

Jewelry
Women's Apparel

Valentine's Day

Candy, Cards & Gift Stores
Dining
Flowers
Jewelry

Miscellaneous

Pool Supplies
Tax Preparation Services

Mastercard commits to using personal information responsibly and securely, and we have embedded privacy by design into all our products and services. Mastercard Audiences is no exception. We build Mastercard Audiences by creating segments (for example, ZIP+4) based on spending insights from anonymous transaction data.

