

# Visa Audiences Catalog

With more than **200 pre-built audiences**, find the one that is right for you.

Visa offers a range of pre-built, syndicated audiences available most everywhere you buy media. Our syndicated audience segments are part of our new Visa Advertising Solutions designed to help you improve your audience targeting and ROI from digital advertising. Ask your media sales representative to add Visa Audiences to your insertion order for your next campaign.

## Multiple selections are available for pre-built Visa Audiences.

For most of the audiences listed below, you can select for specific spending behaviors:

- High spenders.
- Frequent spenders.
- Online spenders.
- Offline spenders.

Selections may vary across audiences and media platforms.

#	Category	Audience Name	Audience Description
1	Apparel	Apparel: Budget	Spend at lower cost clothing stores over the past 12 months
2	Apparel	Apparel: Mid-Budget	Spend at mid-budget clothing stores over the past 12 months
3	Apparel	Apparel: Upscale	Spend at upscale apparel stores over the past 12 months
4	Apparel	Children's Apparel	Spend at children's apparel stores over the past 12 months
5	Apparel	Department Store	Spend at department stores over the past 12 months
6	Apparel	Department Store: Luxury	Spend at luxury department stores over the past 12 months
7	Apparel	Family Apparel	Spend at family apparel stores (all ages and genders) over the past 12 months
8	Apparel	Footwear	Spend at footwear stores over the past 12 months
9	Apparel	<b>New!</b> Athletic Footwear	Spend at stores that specialize in athletic footwear over the past 12 months
10	Apparel	Teen Apparel	Spend at teen apparel stores over the past 12 months
11	Apparel	Women's Activewear / Yoga	Spend at womens activewear & yoga stores over the past 12 months

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#	Category	Audience Name	Audience Description
12	Apparel	Women's Apparel	Spend at women's apparel stores over the past 12 months
13	Automotive	Auto Insurance	Spend on auto insurance over the past 12 months
14	Automotive	Auto Parts & Accessories	Spend at automotive parts & accessories stores over the past 12 months
15	Automotive	Auto Service & Repair	Spend at independent (non-dealer) service stations & auto repair shops over the past 12 months
16	Automotive	Car Washes	Spend at car washes over the past 12 months
17	Automotive	Dealer Service	Spend at auto dealers offering new and used vehicles and service over the past 12 months
18	Automotive	Tire Sales & Repair	Spend at tire sales and repair shops over the past 12 months
19	Entertainment	Box Office	Spend on live events, concerts, and festivals over the past 12 months
20	Entertainment	Cord Cutters	Likely to have recently shifted spend from cable/satellite toward streaming services over the past 12 months
21	Entertainment	Golf Accessories	Spend at stores that sell golf accessories over the past 12 months
22	Entertainment	Magazines	Spend on magazines over the past 12 months
23	Entertainment	Movie Rentals - DVD	Spend on DVD movie rentals over the past 12 months
24	Entertainment	Movie Theaters	Spend at movie theaters over the past 12 months
25	Entertainment	Movies: Home Entertainment	Spend on home movie rental or purchase, both streaming and DVD rental over the past 12 months
26	Entertainment	Newspapers and News Magazines	Spend on newspapers and news magazines over the past 12 months
27	Entertainment	Online/Mobile Gaming	Spend on online, multiplayer and mobile gaming (non-wagering) over the past 12 months
28	Entertainment	Sporting Events	Spend at live sporting events over the past 12 months
29	Entertainment	Streaming Media - Audio & Video	Spend on streaming media services (music, TV & movies) over the past 12 months
30	Entertainment	Streaming Video	Spend on video streaming services over the past 12 months
31	Entertainment	Video Gaming	Spend on video games, video gaming services and arcades over the past 12 months
32	Grocery	Convenience Stores	Spend at convenience stores over the past 12 months

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#	Category	Audience Name	Audience Description
33	Grocery	Food Subscription Services	Spend on food subscription services over the past 12 months
34	Grocery	Online Grocery Services	Spend on online grocery services over the past 12 months
35	Grocery	Organic & Natural Grocery Stores	Spend at organic and natural grocery stores over the past 12 months
36	Health & Beauty	Gyms & Fitness Clubs	Spend at gyms, health and fitness clubs over the past 12 months
37	Health & Beauty	Salon & Spa	Spend at hair salons and beauty spas over the past 12 months
38	Restaurant	American Restaurants	Spend at American restaurants over the past 12 months
39	Restaurant	Casual Dining	Spend at casual dining restaurants over the past 12 months
40	Restaurant	Family Restaurants	Spend at family restaurants over the past 12 months
41	Restaurant	Fast Casual Dining	Spend at fast casual dining restaurants over the past 12 months
42	Restaurant	Fine Dining	Spend at fine dining restaurants over the past 12 months
43	Restaurant	Online Food Orders	Spend on online and mobile food orders over the past 12 months
44	Restaurant	Seafood Restaurants	Spend at seafood restaurants over the past 12 months
45	Restaurant	Sports and Entertainment Restaurants	Spend at sports and entertainment restaurants over the past 12 months
46	Restaurant	QSR - All Quick Serve	Spend at all quick-serve restaurants over the past 12 months
47	Restaurant	QSR - Asian	Spend at quick-serve Asian restaurants over the past 12 months
48	Restaurant	QSR - Burgers	Spend at quick-serve burger restaurants over the past 12 months
49	Restaurant	QSR - Chicken	Spend at quick-serve chicken restaurants over the past 12 months
50	Restaurant	QSR - Coffee/Breakfast	Spend at quick-serve coffee and breakfast restaurants over the past 12 months
51	Restaurant	QSR - Ice Cream & Frozen Yogurt	Spend at ice cream and yogurt shops over the past 12 months
52	Restaurant	QSR - Mexican	Spend at quick-serve mexican restaurants over the past 12 months
53	Restaurant	QSR - Pizza	Spend at quick-serve pizza restaurants over the past 12 months

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#	Category	Audience Name	Audience Description
54	Restaurant	QSR - Sandwiches/Subs	Spend at quick-serve sandwich and sub shops over the past 12 months
55	Restaurant	QSR - Frequent Breakfast Diners	Spend at quick-serve restaurants during breakfast hours over the past 12 months
56	Restaurant	QSR - Frequent Lunch Diners	Spend at quick-serve restaurants during lunch hours over the past 12 months
57	Restaurant	QSR - Frequent Dinner Diners	Spend at quick-serve restaurants during dinner hours over the past 12 months
58	Restaurant	QSR - Frequent Late Night Diners	Spend at quick-serve restaurants during late-night hours over the past 12 months
59	Retail	Arts & Crafts Stores	Spend at arts & crafts stores over the past 12 months
60	Retail	Baby Products	Spend at baby products stores over the past 12 months
61	Retail	Bargain Shoppers	Spend at discount stores and deal sites over the past 12 months
62	Retail	Big-Box, Club & Superstores	Spend at big-box, clubs and superstores over the past 12 months
63	Retail	Cameras & Photography	Spend at camera & photography stores over the past 12 months
64	Retail	Children's Stores	Spend at children's toys and clothing stores over the past 12 months
65	Retail	Children's Stores: High End	Spend at high-end children's toys and clothing stores over the past 12 months
66	Retail	Consumer Electronics	Spend at consumer electronics, computer and software stores over the past 12 months
67	Retail	Cosmetics	Spend on cosmetics and beauty products over the past 12 months
68	Retail	Discount Stores	Spend at discount stores over the past 12 months
69	Retail	Florists & Flower Gifts	Spend at florists and on flower gifts over the past 12 months
70	Retail	Frequent Retail Shoppers	Spend at retail stores over the past 12 months
71	Retail	Greeting Cards & Stationery	Spend on greeting cards and stationery over the past 12 months
72	Retail	Hardware Stores	Spend at hardware and home supply stores over the past 12 months
73	Retail	Home Décor	Spend at furniture and home décor stores over the past 12 months
74	Retail	Jewelry & Watches	Spend at jewelry and watch retailers over the past 12 months

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#	Category	Audience Name	Audience Description
75	Retail	Kitchen Equipment and Accessories	Spend at kitchen equipment & accessories stores over the past 12 months
76	Retail	Large Home Appliance	Spend on large home appliances over the past 12 months
77	Retail	Luxury Cosmetics	Spend on luxury cosmetics and beauty products over the past 12 months
78	Retail	<b>New!</b> Office Supplies	Spend at office supply and office furniture stores over the past 12 months
79	Retail	Online Education	Spend on online education providers over the past 12 months
80	Retail	Outdoor Enthusiasts	Spend at retailers catering to outdoor enthusiasts over the past 12 months
81	Retail	Pet Supply	Spend at pet supply stores over the past 12 months
82	Retail	Sporting Goods	Spend at sporting goods stores over the past 12 months
83	Seasonal	Back-to-School: Apparel	Seasonal spend at apparel retailers during the back-to-school shopping season
84	Seasonal	Back-to-School: School Supplies	Seasonal spend at school & office supply stores during the back-to-school season
85	Seasonal	Black Friday / Cyber Monday: Big-Box, Club & Superstores	Seasonal spend at Big-Box & club stores during the Black Friday shopping period
86	Seasonal	Black Friday / Cyber Monday: Online Shoppers	Seasonal spend online during the Black Friday shopping period
87	Seasonal	Holiday Shoppers: Apparel	Seasonal spend at apparel stores between Thanksgiving and Christmas
88	Seasonal	Holiday Shoppers: Big-Box, Club & Superstores	Seasonal spend at Big-Box, club & superstores stores between Thanksgiving and Christmas
89	Seasonal	Holiday Shoppers: Children's Stores	Seasonal spend at children's stores between Thanksgiving and Christmas
90	Seasonal	Holiday Shoppers: Consumer Electronics	Seasonal spend at consumer electronics stores between Thanksgiving and Christmas
91	Seasonal	Holiday Shoppers: Department Stores	Seasonal spend at department stores between Thanksgiving and Christmas
92	Seasonal	Holiday Shoppers: Department Stores: Luxury	Seasonal spend at luxury department stores between Thanksgiving and Christmas
93	Seasonal	Holiday Shoppers: Gift Shoppers	Seasonal spend at retailers catering to gift giving
94	Seasonal	Holiday Shoppers: Last minute holiday shoppers	Last-minute holiday spend in retail categories during the week prior to Christmas
95	Seasonal	Holiday Shoppers: Retail Shoppers	Seasonal spend at retail stores between Thanksgiving and Christmas

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#	Category	Audience Name	Audience Description
96	Seasonal	Holiday Shoppers: Sporting Goods	Seasonal spend at Sporting Goods stores between Thanksgiving and Christmas
97	Seasonal	New Years Fitness Resolutions	Spend on health & fitness after the 2015 holiday season
98	Seasonal	Tax Preparation Services	Spend on tax preparation services over the past 12 months
99	Seasonal	Valentine's Day	Seasonal spend on Valentine's Day gift purchases
100	Shopping Style	Gift Shoppers	Spend at retailers catering to gift-giving over the past 12 months
101	Shopping Style	New Movers	Spend on moving services, last 3 months
102	Shopping Style	Online Retail Shoppers	Online-only spend in retail categories over the past 12 months
103	Shopping Style	Retail Subscription Shoppers	Spend on subscription box services over the past 12 months
104	Spend Profile	Affluent Shoppers	Spend in popular discretionary spend categories over the past 12 months
105	Tech & Telecom	Big-Box Electronics	Spend at Big-Box electronics stores over the past 12 months
106	Tech & Telecom	Cable TV/Internet Subscribers	Spend on cable TV and/or internet service over the past 12 months
107	Tech & Telecom	Cloud Business Services	Spend on business related services provided via internet, e.g. web hosting, storage, applications over the past 12 months
108	Tech & Telecom	Cloud Business Services: Software	Spend on business-related software via the internet over the past 12 months
109	Tech & Telecom	Cloud Business Services: Web and Storage	Spend on business-related web hosting and storage services via the internet over the past 12 months
110	Tech & Telecom	Computers & Software	Spend on computers & software over the past 12 months
111	Tech & Telecom	Satellite TV/Internet Subscribers	Spend on cable TV and/or internet service over the past 12 months
112	Tech & Telecom	Technology Enthusiasts	Spend across popular technology categories over the past 12 months
113	Tech & Telecom	Wireless Service - Contract	Spend on contract-based wireless services over the past 12 months
114	Tech & Telecom	Wireless Service - Multiple Carriers	Spend on multiple wireless service providers over the past 12 months
115	Tech & Telecom	Wireless Service - No Contract	Spend on no contract wireless services over the past 12 months
116	Tech & Telecom	Wireless Service - Switchers	Spend on wireless services, switching between providers over the past 12 months

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#	Category	Audience Name	Audience Description
117	Travel	<b>New!</b> Adventure Travel	Spend with travel agents specializing in adventure travel over the past 12 months
118	Travel	Air Travel	Spend on airlines over the past 12 months
119	Travel	Budget Travel	Spend on budget airlines, hotels, and car rentals over the past 12 months
120	Travel	Car Rental	Spend on rental cars over the past 12 months
121	Travel	Cruises	Spend on cruises over the past 12 months
122	Travel	Direct Booking Flights	Spend on flights purchased directly from the airlines over the past 12 months
123	Travel	Domestic Traveler	Spend while traveling domestically (more than 150 miles from home), including entertainment, dining, shopping, and other spend categories. over the past 12 months
124	Travel	<b>New!</b> Domestic Traveler: Beach	Spend on travel to beach destinations more than 150 miles from home over the past 12 months
125	Travel	<b>New!</b> Domestic Traveler: Las Vegas	Spend on travel to Las Vegas, more than 150 miles from home over the past 12 months
126	Travel	<b>New!</b> Domestic Traveler: Spring Break	Spend on travel during Spring Break, more than 150 miles from home over the past 12 months
127	Travel	<b>New!</b> Domestic Traveler: Weekend Getaways	Spend on weekend travel more than 150 miles from home over the past 12 months
128	Travel	Frequent Travelers	Travelers who spend frequently on airlines and hotels over the past 12 months
129	Travel	Guided Tour Operators	Spend on guided tours over the past 12 months
130	Travel	Hotels: Economy	Spend on economy hotels over the past 12 months
131	Travel	Hotels: Midscale	Spend at midscale hotels over the past 12 months
132	Travel	Hotels: Upscale	Spend at upscale hotels over the past 12 months
133	Travel	Hotels: Luxury	Spend at luxury hotels over the past 12 months
134	Travel	International Traveler: All	Spend on international travel over the past 12 months
135	Travel	International Traveler: Asia	Spend on travel to Asia over the past 12 months
136	Travel	International Traveler: Australia, New Zealand, Oceania	Spend on travel to Australia, New Zealand, or Oceania over the past 12 months
137	Travel	International Traveler: Caribbean	Spend on travel to the Caribbean over the past 12 months

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#	Category	Audience Name	Audience Description
138	Travel	International Traveler: Europe	Spend on travel to Europe over the past 12 months
139	Travel	International Traveler: Mexico	Spend on travel to Mexico over the past 12 months
140	Travel	<b>New!</b> Leisure Travelers	Spend on leisure travel more than 150 miles away from home over the past 12 months
141	Travel	Luxury Travelers	Spend on luxury hotels, cruise lines and tour operators over the past 12 months
142	Travel	Online Travel Agencies	Spend at online travel agencies over the past 12 months
143	Travel	Online Vacation Rentals	Spend on online vacation rentals over the past 12 months
144	Travel	Ski and Snowboarding Vacations	Spend on ski and snowboard vacations, including tickets and gear over the past 12 months
145	Travel	Theme Parks: All	Spend at local and destination theme parks over the past 12 months
146	Travel	Theme Parks: Destination	Spend at destination theme parks over the past 12 months
147	Travel	<b>New!</b> Timeshares	Spend on timeshares over the past 12 months

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Contact your media sales representative today or visit [visa.com/loyalty/advertising](https://visa.com/loyalty/advertising) to learn more.