



MasterCard Audiences FAQs



○ What are MasterCard Audiences?

Audiences are populations that are likely to exhibit certain purchase behaviors based on MasterCard analytics that are then applied to 3rd party populations. An example would be a population very likely to spend two or more times the average on consumer electronics or very likely to spend in luxury retail in the next 30 days.

○ Does MasterCard use personally identifiable information to create Audiences?

No. MasterCard does not receive cardholder names and contact information with card transactions. MasterCard does not link our anonymous information to individuals. We partner with third parties to associate our Audiences with their online populations through the use of proprietary analytics.

○ What are the types of MasterCard Audiences available?

MasterCard has created multiple "audiences" that represent a wide range of consumer purchasing behaviors across a number of industry sectors. Consumer purchase behaviors leveraged may include dollar amounts, number of transactions, frequency of purchase, recency of purchase, location of purchase, day/time of purchase, merchant category, channel of purchase, etc.

○ What is the source of the data that powers the analytics that MasterCard uses to create Audiences?

The underlying source of the data is anonymized transaction data. MasterCard's analytics are applied to the anonymized transaction data at an aggregated segment level to create the Audiences. We partner with third parties to associate our Audiences with their online populations through the use of proprietary analytics.

○ Where are these Audiences available - through what partners?

We leverage third parties to associate our Audiences with their online populations through the use of proprietary analytics. Current distribution agreements are in place with Blue Kai, Datalogix, Exelate and TargusInfo.

○ Are we working with cookies?

MasterCard does not create or maintain cookies for this offering. We partner with third parties to associate our Audiences with their online populations through the use of proprietary analytics.

○ Are Custom Audiences available?

Yes. MasterCard can create custom Audiences leveraging our analytics. Please contact MasterCard to discuss details regarding the custom Audience desired.