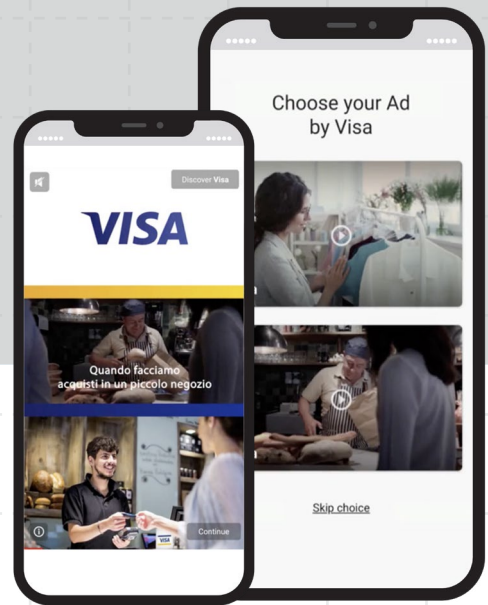




# Visa partners with Ogury to drive awareness of its local business campaign in a privacy-first way



## Situation

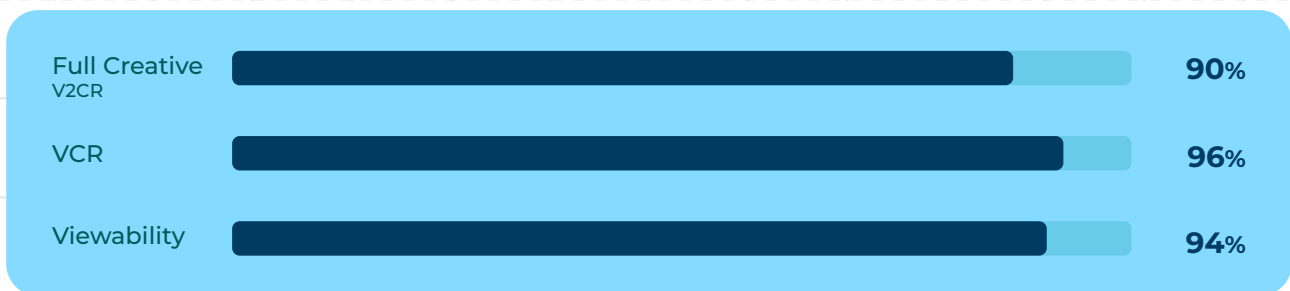
Visa wanted to encourage global consumers to support communities by purchasing from local shops and independent micro-merchants. For their global campaign, "Where You Shop Matters," they showcased the positive impact that shopping can have on local communities.

With two creative video messages, Visa needed a partner to drive awareness of its campaign in a privacy-first, brand-safe environment and was looking to gain valuable insights on its audiences.

## Ogury Solution

- 1 Ogury leveraged its exclusive data and created a tailored solution for Visa designed to reach its audience and KPIs. By deploying Ogury's Personified Advertising approach, Visa's ads reached their ideal audiences leveraging personas, not people, without using any personal information, targeting at the placement level rather than a personal level.
- 2 Ogury's Brand Exclusive Ad Chooser gave consumers control of their ad experience. This proprietary full-screen format invited users to choose the video they want to watch. Given Visa's two creative messages, this was the ideal format for their campaign. The campaign ran across quality publishers and drove industry-leading performance while still achieving scale, privacy-compliance, and brand safety.

## Results



**"As privacy and security are part of our DNA, we were delighted to join forces with Ogury, a tech partner able to combine safety and precise targeting with fully visible and engaging creatives to support us in reaching the right audience."**

**VISA**  
**Matteo Brignoli**  
 Senior Manager,  
 Digital Marketing  
 & Social Media