



VISA: Leveraging AI for £335 Billion Transaction Growth

The opportunity

Visa, a global leader in payments, recognised the need to harness its extensive transactional data to drive innovation, enhance customer experiences, and maintain its competitive edge in a rapidly evolving financial landscape. The goal was to transform vast amounts of data into actionable insights that could benefit banks, merchants, and consumers, and to position Visa as a leader not just in transaction processing but in data-driven innovation.

“We joined forces with Beyond because of their proven track record to deliver growth driving customer intelligence across the retail and banking sectors. Together we offer the retail community powerful insight, which is based on actual rather than claimed behavior.”

- Mariano Dima, Marketing Director, Visa

The solution

Leveraging Data for Strategic Growth in Payments

To achieve these objectives, Visa partnered with Beyond to unlock the potential of its data assets. The collaboration focused on several key areas:

1. Data Strategy Development: The partnership began with the creation of a robust data strategy, identifying key opportunities to leverage Visa's data for commercialisation. This strategy was essential in guiding the development of data-driven products and services that provided valuable insights into consumer behaviour and market trends.

2. Developing Data Products: Visa and Beyond worked together to create innovative data products such as Spendographics™, which segmented the UK consumer market based on spending patterns. This product provided businesses with detailed insights into consumer behaviour, enabling more targeted marketing and improved customer engagement.

3. Visa Offers Program: Beyond helped Visa launch the Visa Offers Program, which used data insights to present personalised offers to consumers. This initiative aimed to increase digital transactions and deepen customer loyalty, driving card usage and transaction volumes.

The impact

£335 Billion

The data-driven initiatives contributed to significant transaction growth, with Visa processing **£335 billion** in transactions, highlighting the financial impact of its data strategy.

68 Million

Visa's data products leveraged insights from **68 million** credit and debit cards and **7.2 billion** transactions, showcasing the scale and depth of its data assets.

5%

The data-driven insights from Visa helped Waitrose strategically adjust store opening hours, resulting in a **5%** increase in sales at key locations.

4. Merchant Data Products: The development of merchant data products allowed Visa to offer retailers detailed insights into consumer purchasing behaviour, helping them tailor their marketing strategies and optimise their operations.

Lessons learned



Strategic Data Use Drives Growth: Visa's success demonstrates the importance of strategically leveraging data to drive business growth and maintain competitive advantage.



Customer-Centric Innovation: Tailoring products and services to meet consumer needs through data insights can significantly enhance customer loyalty and engagement.



Collaborative Approach to Innovation: The partnership with Beyond exemplifies how collaboration can lead to the successful development and implementation of data-driven strategies that benefit all stakeholders in the payment ecosystem.

Visa's journey with Beyond highlights the transformative power of data in the payments industry, positioning the company for continued success and innovation in a rapidly changing market.