
Visa increased brand awareness among small business shoppers on Yelp

Challenge:

Visa aims to be seen as a brand that empowers small businesses. The brand ran a display campaign with Yelp Audience Platform to educate consumers.

Results:

Kantar measured:

- **+12PT lift** in consumer sentiment that Visa is a brand that empowers small businesses.
- This finding applied to all consumers on Yelp not just small business shoppers.

