

INSIGHTS – FAQ

Here are some frequently asked questions with their answers. If you still need assistance, please contact TruSignal at support@tru-signal.com

Q. How do I access the TruAudience® Platform?

A. Visit <http://truaudience.tru-signal.com/> and log in, or, if you're a new user, sign up.

Q. How much does Insights cost?

A. There is no cost to sign up and create a trial account for the Insights module, which introduces you to the features, functionality and the offline data that power TruSignal audiences.

Q. How many sample files can I upload using a trial account?

A. A trial account enables you to upload 5 sample files. If you are interested in more than 5 sample files, please reach out to TruSignal sales at sales@tru-signal.com, or make a request via the Help button on the TruAudience® Platform website.

Q. How should I use Insights?

A. Insights lets you learn about the people in your sample files so you can make better, more informed marketing decisions and see a glimpse of the depth and breadth of offline data that TruSignal utilizes when creating custom predictive audiences.

With Insights, you'll be able to see details about the people in your sample file across 7 key categories: demographics, financial, automotive, employment, political, purchase and interests.

Q. How big do my sample files need to be to use Insights?

A. If sourced offline via local upload or secure FTP, your sample audience needs to have at least 100 unique records to view Insights.

If sourced online via pixel, you will need, on average, 1,000 pixel fires.

If sourced online via DoubleClick or MediaMath log files, you will need at least 20,000 impressions, clicks or conversion events.

Q. How long will it take for Insights to be available on my sample file?

A. Processing time depends on the size of the uploaded sample audience. Most should be available within one hour. The status in platform's Dashboard module will change from "GENERATING" to "READY" when Insights is ready.

Unlocking Big Data to Power Digital Marketing

Q. Why aren't there Insights available for my sample file?

A. Your audience may not have Insights available because you don't have enough people in your sample file for us to match to our profile data. Additionally, Insights may not be available if it is still generating.

Q. What data does Insights use?

A. Insights utilizes offline data aggregated from multiple public and private sources, covering 12 data categories, which include demographics, past purchase history and household data. The core data set is comprised of 120 million U.S. households and 220 million U.S. adult profiles with, on average, more than 2,000 data points per profile.

Q. What is the level of detail in the tool?

A. Most details available in Insights are at the individual level, such as age, gender, marital status, etc. Some details are at the household level, such as number of children and household size, or summarized at an aggregated level. The hover over description for individual details identifies the level of granularity reflected.

Q. What kind of sample files does the tool recognize?

A. The TruAudience Platform accepts various sample file formats, including CSV files stored on a computer, a TruSignal pixel placed on a website or a log file pulled from DoubleClick or MediaMath. For more information on uploading sample files to access Insights, see our [Quick Start Guide](#).

Q. How long does it take for the sample file from my website or conversion page to update?

A. Currently, a sample file sourced via pixel in the TruAudience® platform is refreshed daily.

NOTE: The first sample file update will load 2 days after being placed. Then it will be refreshed daily.