

# The TruAudience® Platform

Custom audiences, smarter targeting and faster omnichannel activation at your fingertips

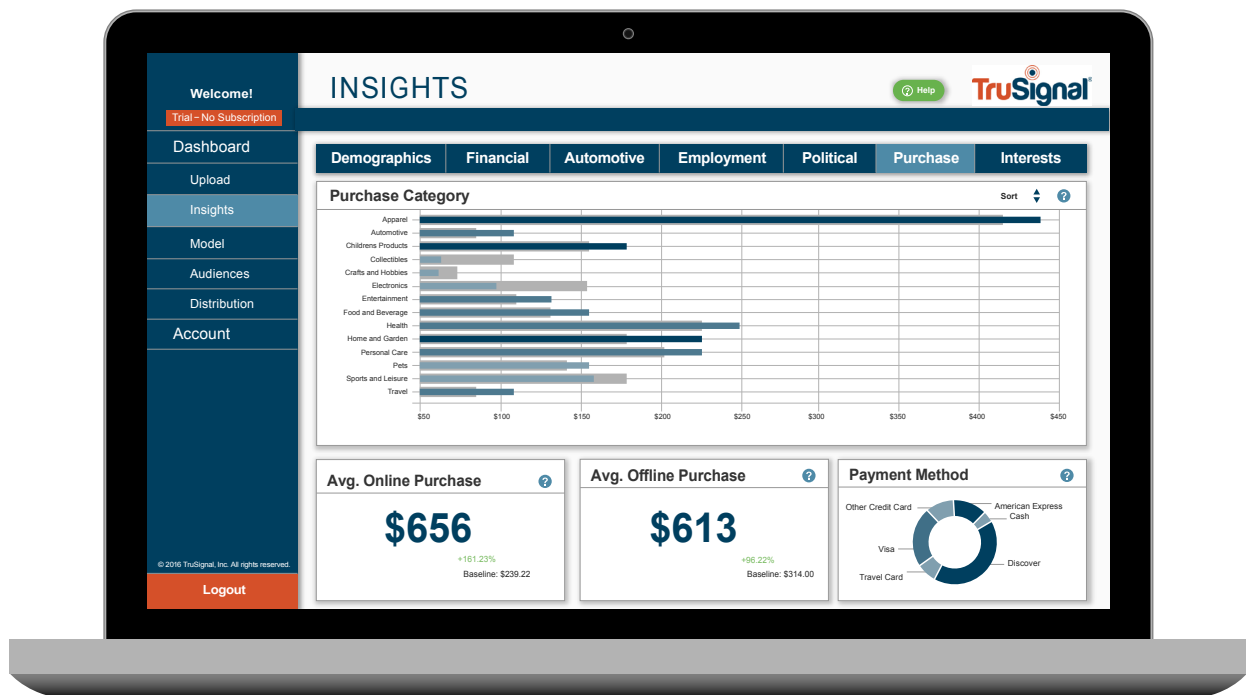
**T**he TruAudience® Platform is the next generation of data-driven targeting, putting powerful offline data and AI-powered predictive scoring in a self-serve, end-to-end solution that allows marketers to build and activate custom, people-based audiences in a matter of hours.

While segments and online data force you to concede accuracy, scale and efficiency for ease and speed, the TruAudience® Platform automates the analysis of offline data and predictive scoring to drive smarter targeting across every digital channel and device in just a few clicks.

Start by uploading a sample of your customer or website data in one of our many supported formats: CSV, pixel or DMP IDs. The TruAudience® Platform cross-references your first-party data with our offline data covering 247 million U.S. adults across seven data categories and delivers more than 360 consumer insights. Use these insights to help you understand your customers, develop powerful messaging and see first-hand a portion of the data we will use to build your custom, predictive model.

## THE OPPORTUNITY

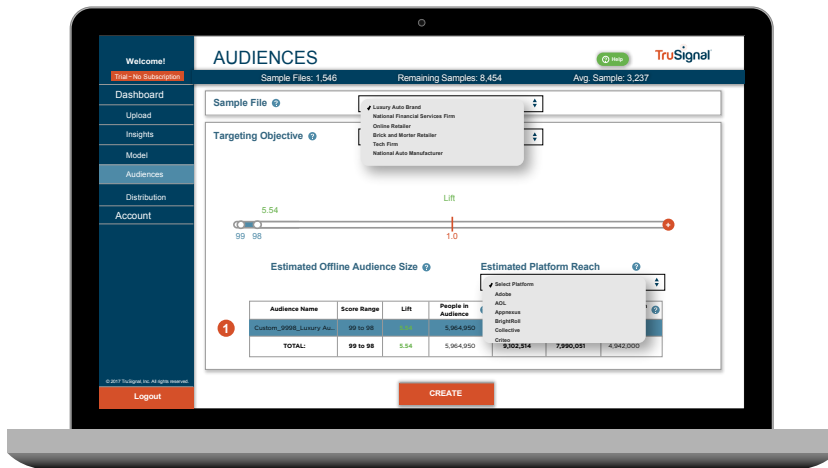
**People-based audiences, built from offline data and predictive scoring, in a few clicks.**



## Unlocking Big Data to Power Digital Marketing

## Custom People-Based Audiences


With the TruAudience® Platform, you can build custom, people-based audiences in four easy steps: upload, model, audience selection, and distribute. The platform combines your data sample and our offline data, analyzing thousands of attributes per profile, to build a custom model. We use this model to calculate a score for 247 million U.S. adults that predicts who is likely to become a customer and who is not.



Next, you choose the predictive score range and campaign parameters to customize your audience and select where it will be distributed.


The TruAudience® Platform is integrated with more than 400 leading platforms so you can quickly and easily deploy your custom, people-based audience within your existing DMPs, DSPs or media partners.

### The TruAudience® Platform Principles




**Transparency**

We show you all of the insights and core drivers behind predictive scoring.



**Ease**

View insights, and model and distribute custom audiences in just a few clicks.



**Safety**

We instantly hash personal identity information to protect consumer privacy.

## CUSTOM AUDIENCES IN 4 EASY STEPS

### UPLOAD



Securely upload a sample of your customers or website visitors to access hundreds of insights.

### MODEL



The TruAudience® Platform builds a predictive model and scores 247M U.S. adults to predict who is likely to become a customer and who is not.

### SELECT AUDIENCES



You choose your targeting objective, and the score range you want to target.

### DISTRIBUTE



You choose the platforms where you want to distribute your audience.

