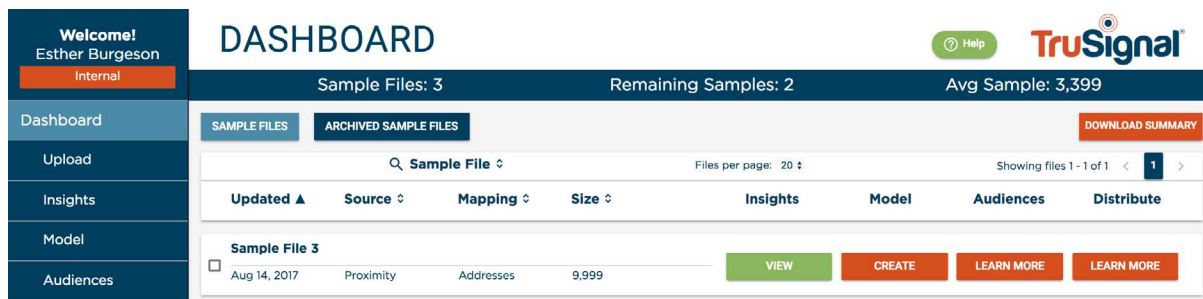


MODEL QUICK START GUIDE

MODEL

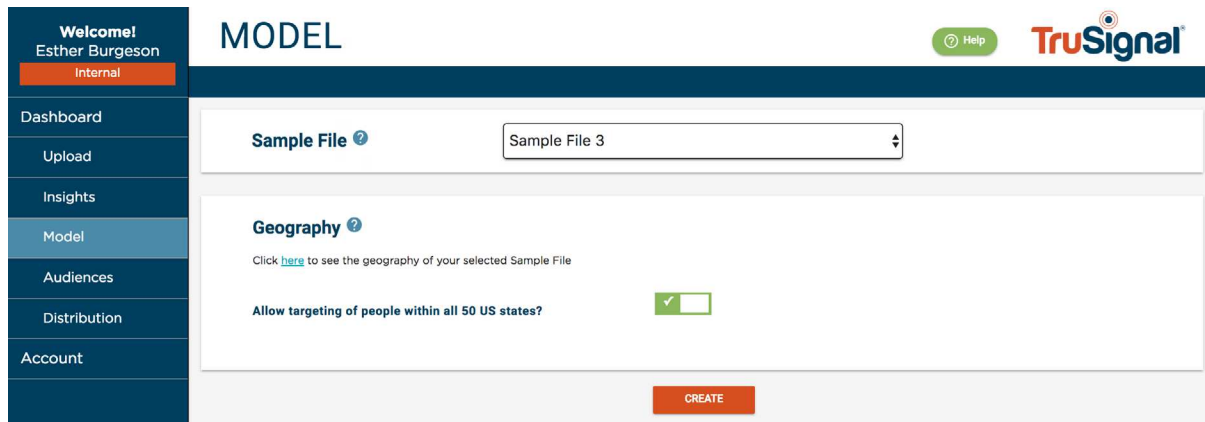
Once you finish uploading a sample file, you can build a custom predictive model based on your sample file in order to identify people who look like your existing customers and people who don't (i.e., who to target and who not to target). The TruAudience® Platform models in a fraction of the time it normally takes, and allows marketers to select people-based audiences in just a few clicks to activate across social, video, mobile, native, desktop, TV and radio. While the platform can generate insights by matching only 100 unique records, we require a minimum of 3,000 matched records to build a model. The number of records matched may vary depending on the sample file type, the data and match rates. You can upload a larger sample file to suppress from the final audience.

1. To build a model from your sample file, click **CREATE** in Dashboard, or click Model from the left-hand tool bar.

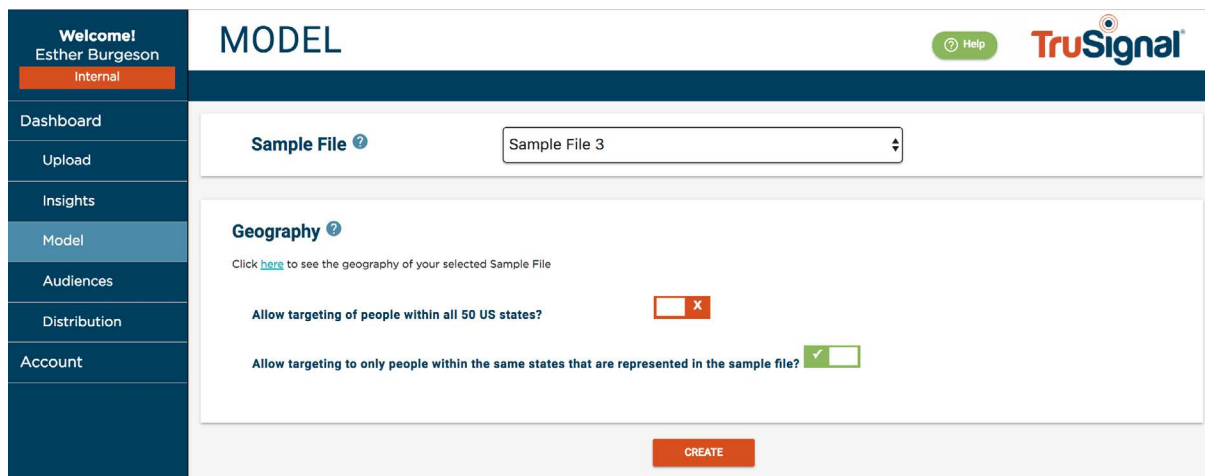


The screenshot shows the TruSignal Dashboard interface. On the left is a navigation sidebar with options: Dashboard, Upload, Insights, Model, and Audiences. The main content area is titled 'DASHBOARD' and includes a 'Welcome!' message for Esther Burgeson. It displays 'Sample Files: 3', 'Remaining Samples: 2', and 'Avg Sample: 3,399'. Below this is a table of sample files with columns for Updated, Source, Mapping, Size, Insights, Model, Audiences, and Distribute. A single file is listed: 'Sample File 3' from 'Aug 14, 2017' with 'Proximity' mapping and 'Addresses' source, containing 9,999 records. Action buttons for 'VIEW', 'CREATE', and 'LEARN MORE' are visible for this file.

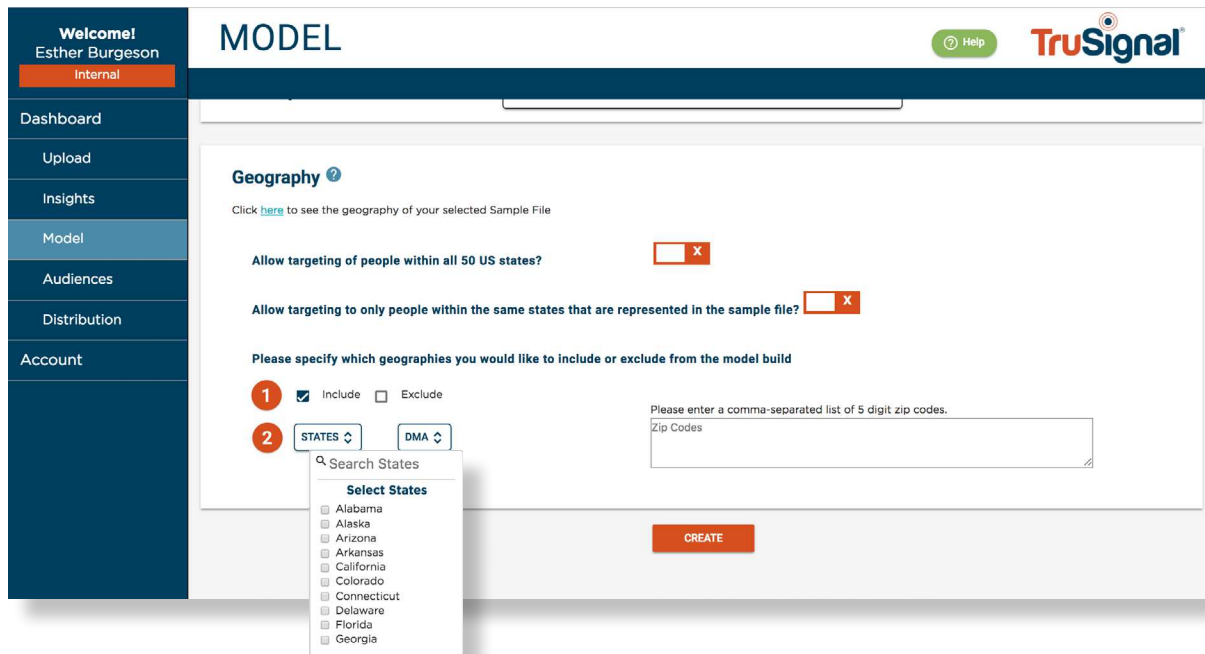
- The TruAudience® Platform is defaulted to build predictive models with offline consumer data covering 220 million U.S. adults across all 50 states. If you plan to target the entire U.S., click **CREATE**.



- If you only plan to target people in the areas represented in your sample file, click the first green check mark to uncheck it and then click **CREATE**.
- If you need to refine the states, DMAs, or ZIP codes you want to target beyond what's represented in your sample file, click the second green check mark to reveal additional refinement options.



- Select the specific states or DMAs you'd like to include or exclude from the model, or type the ZIP codes. Then click **CREATE**.



- In Dashboard you will see your model generating. Once complete, **GENERATING** will update to **VIEW**. You can see details about your predictive model, including the top contributing factors, by clicking **VIEW**.

NOTE: Custom predictive models typically generate in less than 24 hours. If your model does not generate, contact support@tru-signal.com for assistance.