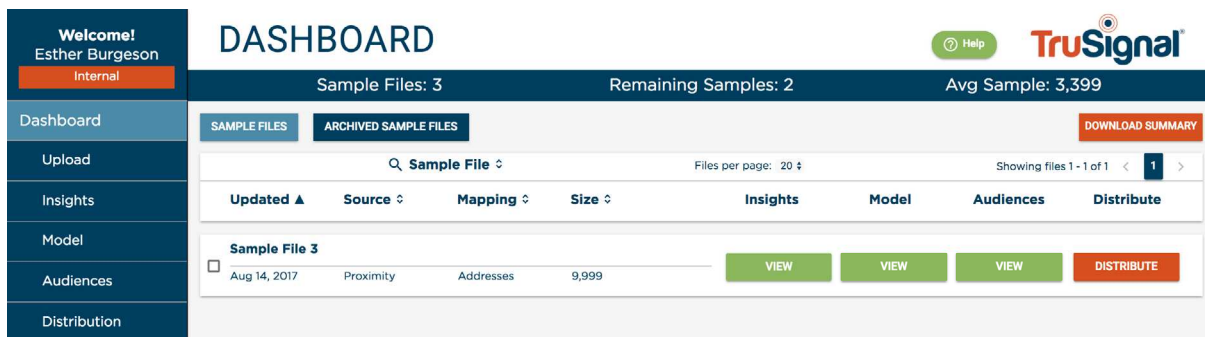


DISTRIBUTION QUICK START GUIDE

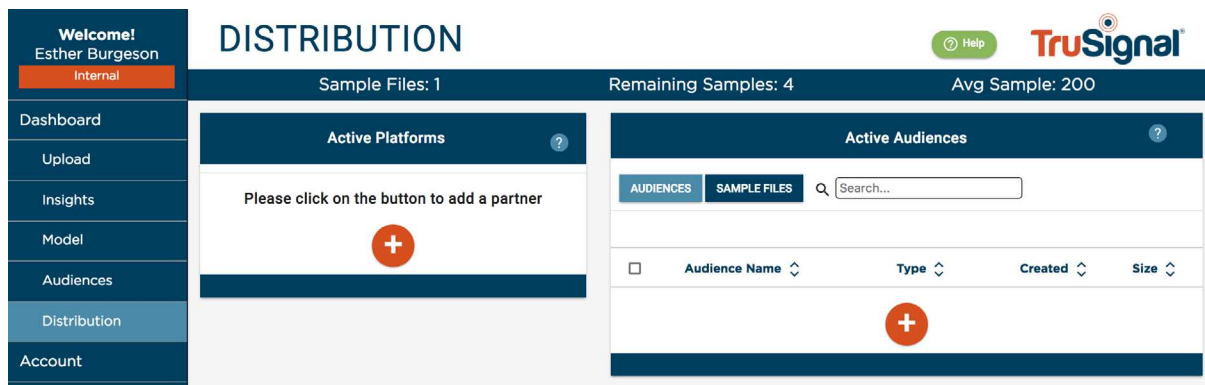
DISTRIBUTION

In the Distribution module, you can sync your TruAudience® Platform account with other platforms to easily activate your audiences across our more than 400 integration points. Because your audience started with a foundation of offline, verified consumer profiles, you can target the same audience across every digital channel and device.

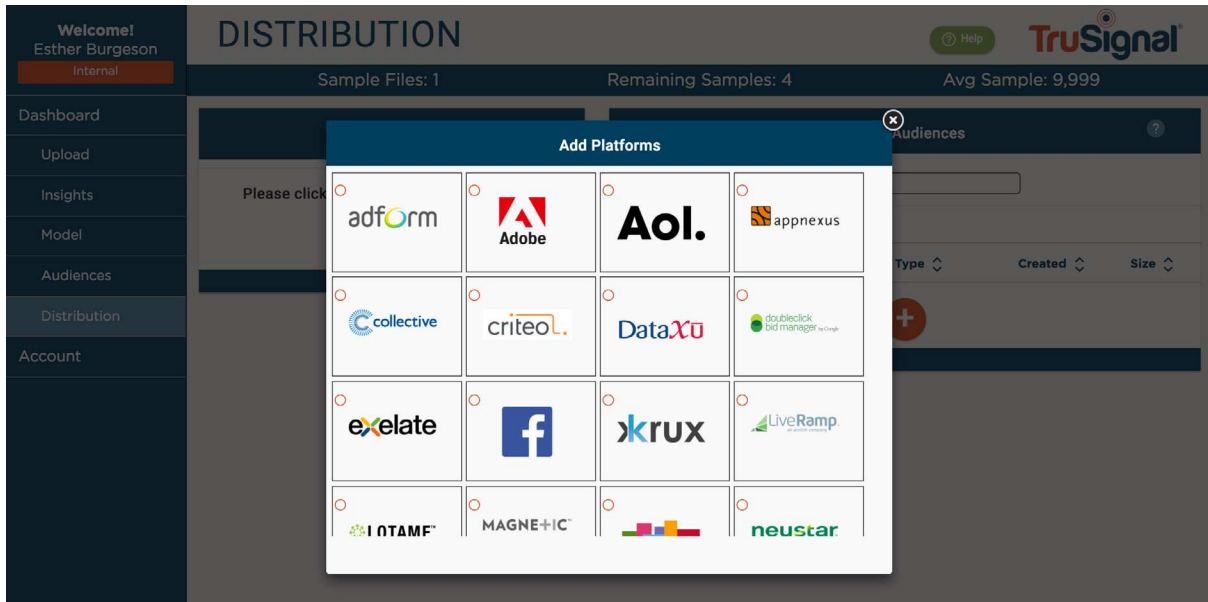
1. To distribute your audience, click **DISTRIBUTE** in Dashboard, or click Distribution from the left-hand tool bar.



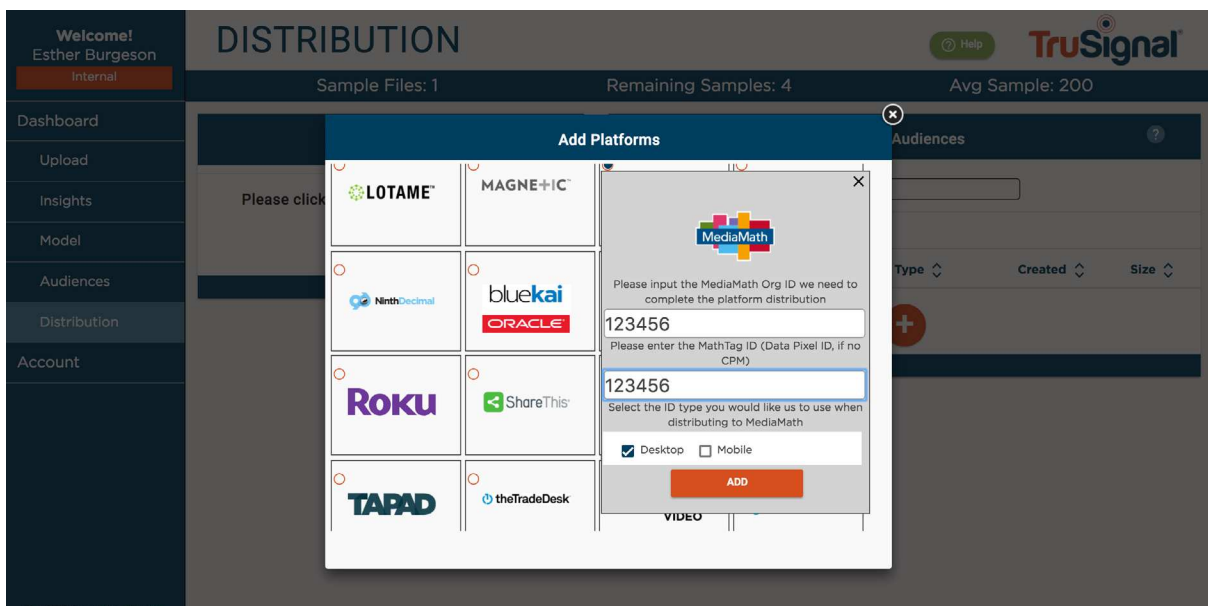
2. To sync the TruAudience® Platform with other active platform accounts, select **+** under Active Platforms.



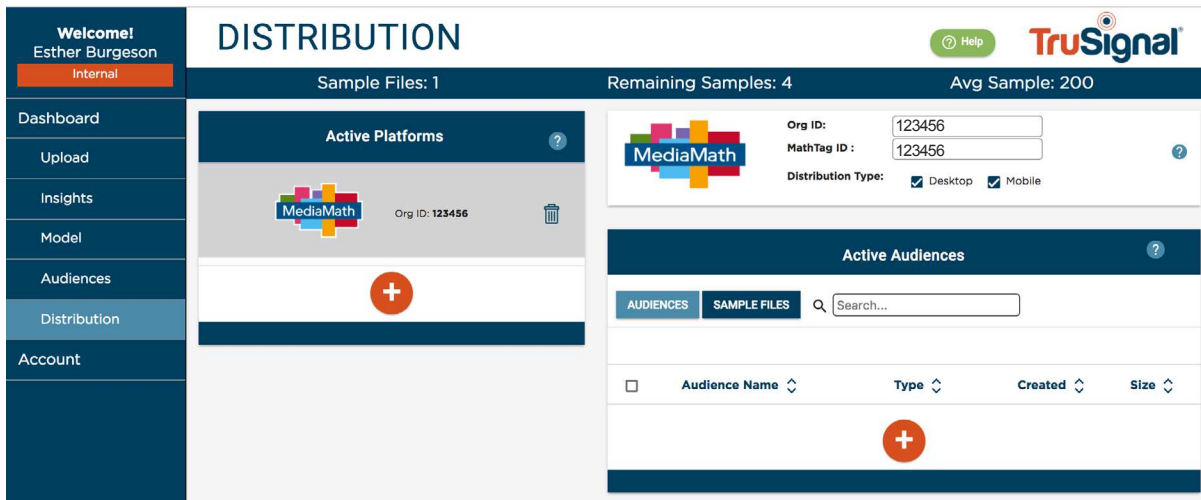
3. Select the platform where you plan to distribute your audience, or select a platform where you have an active account for easy future audience distribution.



4. Once you select a platform, enter the required information and click **ADD**.



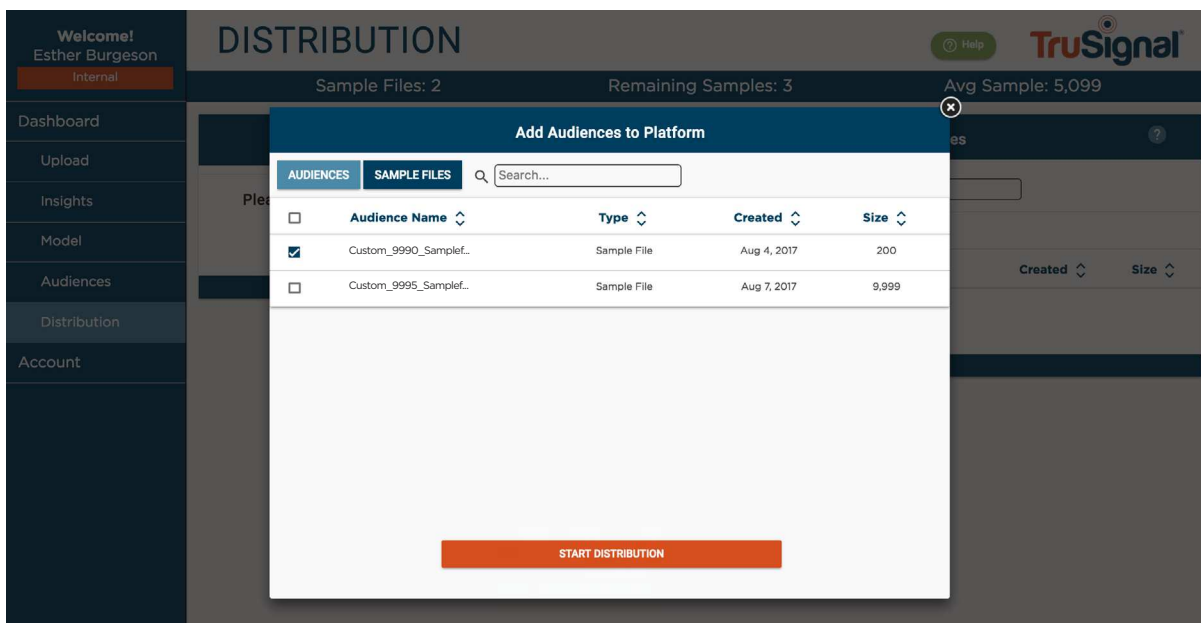
- When you add a platform, you will see it listed under Active Platforms. To activate an audience or sample file on a platform, select the platform from the Active Platforms list. Then click **+** under Active Audiences.



- Select the audience you want to activate. Or, if you want to distribute a sample file, click **SAMPLE FILES** in the top left-hand corner of the dialog box. Select the audience you want to activate and click **START DISTRIBUTION**.

NOTE: You can select and activate multiple audiences for faster distribution.

7.



8. When you select a platform from your Active Platforms list, you will see all active audiences under the Active Audiences section. To see any sample files that are being actively distributed, click **SAMPLE FILES** . You may stop distribution at any time by selecting the audience and clicking **STOP DISTRIBUTION** .

The screenshot shows the 'DISTRIBUTION' dashboard for a user named Esther Burgeson. The interface includes a sidebar with navigation options like Dashboard, Upload, Insights, Model, Audiences, Distribution, and Account. The main content area is divided into several sections:

- Active Platforms:** Shows a single platform, MediaMath, with an Org ID of 123456 and a plus icon to add more.
- Summary:** Displays 'Sample Files: 1', 'Remaining Samples: 4', and 'Avg Sample: 200'.
- Platform Details:** Shows fields for Org ID (123456), MathTag ID (123456), and Distribution Type (checked for Desktop and Mobile).
- Active Audiences:** A section with a search bar and a table of active audiences. The table has columns for Audience Name, Type, Created, and Size.
- Sample Files:** A section with a search bar and a table of sample files. The table has columns for Audience Name, Type, Created, and Size.
- STOP DISTRIBUTION:** A prominent red button with a plus icon, used to stop the distribution of a selected audience.

Audience Name	Type	Created	Size
<input checked="" type="checkbox"/> Custom_9990_SampleF...	Custom	Mar 20, 2017	11,035,158
<input type="checkbox"/> Custom_9995_SampleF...	Custom	Mar 29, 2017	13,242,189