TruAudience Platform

Build custom audiences for omnichannel activation with ease and speed

TransUnion's TruAudience® Platform combines a comprehensive view of people – anchored in offline data – machine learning and automation to simplify audience creation:

- **Flexible upload.** Upload up to 500 audience files to create custom audiences. Upload CRM data, mobile IDs and DMP IDs, or generate a pixel for your website.

- **Audience builder.** Easily search for and discover TransUnion's pre-built audiences to use as seeds for lookalike audiences, or refine and create custom audiences using Boolean logic in a few clicks. Lookalike audiences are ready in hours rather than weeks.

- **Gain 360-degree insights.** For every file uploaded and audience created, gain deeper, broader insights in minutes. Our cross-verified marketing database covers 96% of US adults and roughly 3,400 data attributes across consumer profiles, including demographic, financial, employment, automotive, political, purchases and interests.

- **Comprehensive reports.** Share insights reports across your organization to promote collaboration spanning initiatives and marketing channel efforts.

- **Modeling visibility.** Dynamically select audiences to meet scale and predictive lift and reach goals. View the predictive factors that contribute to every model to provide full internal transparency.

- **Distribution.** Audiences are omnichannel by design with integrations to more than 500 platforms covering display, social, mobile, video and advanced TV.

BRANDS AND MARKETERS BENEFIT IN NUMEROUS WAYS

- ☑ Craft custom audiences using Boolean logic and suggestions based on real-time size calculations, category, subcategory and precision logic

- ☑ Synchronize work across teams to achieve advanced, cross-channel segmentation and marketing

- ☑ Gain control and visibility into audience development and deployment

- ☑ Support a test-and-learn work culture with insights in minutes and iterative learning

- ☑ Execute omnichannel audiences across activation endpoints

- ☑ Target higher lifetime value customers for improved acquisition and loyalty outcomes

Build audiences you can trust

With TransUnion, you can achieve a more accurate and comprehensive view of your audiences while simplifying creation and omnichannel activation. For more information on TransUnion's Audience solutions, visit transunion.com/solution/digital-marketing-audience-segmentation