



# TruAudience Analytics

## OVERVIEW

Optimize your end-to-end marketing and advertising strategy with cross-platform and user-level measurement across all channels to ensure you're making the right decisions about your marketing.

## BENEFITS OF TRUAUDIENCE ANALYTICS



### Minimize media waste

Pinpoint the impact of your marketing investments across channels and campaigns



### Optimize the customer experience

Identify how consumer touchpoints across paid, owned and earned media are impacting conversion



### Reach the right audience

Optimize audience targeting by identifying incremental consumer segments more likely to respond to advertising

## KEY CAPABILITIES

- Cross-channel media performance measurement
- Publisher, audience, and campaign performance measurement
- Real-time scenario planning, testing, optimization
- Reach and frequency analytics across all addressable channels (including walled gardens & TV)
- Create predictive audiences
- Path-to-purchase analytics
- Professional Services

## TruAudience Analytics Solutions

Access market and consumer-level analytics to make better data-driven decisions about how to invest your marketing dollars and improve marketing ROI.

### Marketing Mix Modeling (MMM)

Gain insight across marketing channels based on sales, ROI, and brand health performance

### Marketing Attribution

Analyze and optimize marketing tactics across the customer journey

### Optimizer

Access real-time analytics across the marketing mix in one SaaS platform



# 130%

Deliver a 130% increase in return on ad spend<sup>1</sup>

# 30%

Increase incremental revenue by 30% or more<sup>1</sup>

# 10x

10X return on your investment in our solution<sup>1</sup>



<sup>1</sup> A Forrester Total Economic Impact™ Study, The Total Economic Impact of Neustar Unified Analytics  
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Continuously measure and improve your marketing and media returns on investment. Learn more at:

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