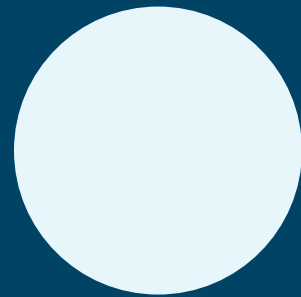


TruAudience.



ADVERTISERS/AGENCIES/BRANDS

TruAudience[®] AdAdvisor





Introduction

Find your best customers with TruAudience AdAdvisor

TruAudience AdAdvisor gives you the insights to make your digital ads relevant to customers, using the most authoritative customer data available. Propel your audience definition beyond ZIP code, age, and gender—TruAudience AdAdvisor offers you information on brand preferences, product affinities, and behavioral variables.

Success isn't dependent on whether your audiences are online, either. We use verified offline information to build our audience profiles so that you have a better chance of finding customers who are brand loyal, even if they're not online.

TruAudience AdAdvisor enables you to reach 220 million US adults in more than 129 million households—over 98% of all households in the US. Built from TransUnion's identity assets, TruAudience AdAdvisor enables marketers to target prospects most predisposed to a brand, products, or service. With over 5,600 AdAdvisor audiences across 8 data categories, and thousands more data attributes available for custom audiences, you can reach your ideal audience wherever they consume digital media.



220

million US adults



129

million households



5,600

AdAdvisor audiences



8

data categories



1,000s

of attributes for custom audiences



Automotive

AdAdvisor Automotive Audiences can help you find current automotive owners and lessees and households likely to be in the market for a new vehicle.

- ✓ Auto & Vehicle Financing audiences are based upon offline financial information for consumers with active auto loans and leases and are aggregated and depersonalized for marketing use cases.
- ✓ Covering more than 300 leading manufacturers and models, Auto & Vehicle Ownership audiences are compiled from aftermarket sources like third-party service records including oil changes, dealer service centers, and body shops.
- ✓ Auto Insurance audiences capture policyholders from prominent auto insurance providers.
- ✓ Auto Parts & Auto Repair audiences utilize transaction data to identify households who have bought car parts or accessories, or shopped at many of the largest auto maintenance chains in the country.
- ✓ Automotive Predictive Owners contain consumers with the highest likelihood to look like auto owners. This model reflects top prospective buyers based on a sample of known users.

AUDIENCE GROUPS

Auto & Vehicle Financing | Auto & Vehicle Ownership | Auto Insurance |
Auto Parts & Auto Repair | Gas Brands | Memberships | Next Vehicle Purchase |
Predicted Owner





Business

TransUnion's Business data encompasses over 34 million unique businesses from over 120 public and private data sources, allowing us to link individuals to businesses. These insights enable audience building around firm characteristics and financial activity, individuals who own the businesses, and individuals who are employed by the businesses. Because our data is derived from offline sources, we can help you reach your target audience whether they're at home, at the office, or on the move—across all digital channels.

AUDIENCE GROUPS

Employee titles | Seniority | Annual company revenue | Financials |
Firmographic (location & industry) | Number of employees | Small business |
Occupation | Professional groups



Consumer Finance

Built with our privacy-first approach in mind, TruAudience AdAdvisor non-Fair Credit Reporting Act Consumer Finance audiences are aggregated and depersonalized for marketing use, so you can message your defined audience without extending a firm offer of credit.

SOURCES INCLUDE

Aggregated credit information and household level demographics:

- ✓ Aggregated households tied to credit behaviors
- ✓ Offline financial and insurance information like credit card characteristics and utilization, installment loan and mortgage activity, and insurance behavior
- ✓ Self-reported data and sampling, including our proprietary Financial/Telco annual survey
- ✓ Public sources
- ✓ Modeled data

AUDIENCE GROUPS

Aggregated Credit Tiers | Buying Power Scores | Credit Card | Financial Institutions | In-Market | Insurance | Investment / Wealth | Loans | Mortgage | Net Assets | Banking/Investments | Charitable Contributions | Tax Preparation



Demographics

TransUnion's advantage in demographic data centers on our ability to resolve a persistent view of individuals over time, and we endeavor for our age and gender data to be comprehensive and stable. TruAudience AdAdvisor Demographics are divided into Household and Individual level audiences and are sourced from a combination of public and private sources, self-reported and modeled data. Consider our demographic audiences to get a clearer picture of the people and households who comprise your audiences.

AUDIENCE GROUPS

Individual: Age | Education | Gender | Marital Status | Military Status | Political

Household: Education | Employment Status | Home Ownership | Household Composition | Household Income | Life Events | Military Status | Political Propensity | Tenure

Geographic

TruAudience Geographic audiences include information about physical location and geography, and can be appended to an audience to reach consumers with shared attributes within a given location.

- ✓ State
- ✓ Designated market area (DMA)
- ✓ Congressional district





Home Ownership

With TruAudience AdAdvisor Home Ownership audiences, you can harness the power of TransUnion's matching capabilities to build audiences focused on characteristics of a property and the individuals and households who reside within it.

- ✓ TruAudience AdAdvisor Home Ownership data includes home ownership, county recorder, deed, assessor and other public record data sources on over 150 million properties
- ✓ TransUnion joins property data to individuals through our consumer database, turning a property-centric view into an individual-centric view of data

AUDIENCE GROUPS

Home Ownership | Length of Residence | Purchase Price | Equity | Mortgage Amount | Mortgage Type | Property Type | Property Size | Home Year Built | Property Value | Homeowners Association | Home Loans | Potential First Time Home Buyer | Renter | Property Characteristics



Propensity & Interests

TruAudience AdAdvisor Propensity & Interests audiences cover everything from purchase behaviors to household net worth, beauty and personal care, pets, real estate, education, apparel, media consumption, and more. Reach your omnichannel consumers with thousands of propensity audiences spanning all verticals.

Audiences may be sourced from a combination of:

- ✓ Customer-level purchase data from retailers
- ✓ Transaction data
- ✓ Self-reported data, from nationally recognized surveys and panels
- ✓ Warranty & registration data
- ✓ Self-reported viewership & website visitation data
- ✓ Market research

AUDIENCE GROUPS

Apparel | Beauty & Personal Care | Consumer Electronics | Entertainment | Grocery | Healthcare Products | Hobbies & Interest | Home Appliances | Home Improvement | Household Products | Lifestyle | Personal Finance | Pets | Restaurants | Retail | Shopper Segments | Travel | Web Browsing

Alcohol audiences available, restricted to best practices



TruAudience ElementOne

TruAudience ElementOne is TransUnion's proprietary segmentation schema which analyzes authoritative data on customer demographics, attitudes and lifestyles, preferences and buying patterns, and interests and media patterns from millions of US residents and groups homogeneous clusters of US households into highly predictive and actionable customer segments. Our methodology uses age, income, urbanicity, cost of living, home ownership, presence of children, and thousands of offline household behaviors as indicators for robust consumer insights. These 172 like-minded audiences are now available within the TruAudience AdAdvisor taxonomy for activation in digital media.

SAMPLE AUDIENCES

ElementOne Segment 001 - Affluent Suburban Middle Aged Home Owners Without Children | ElementOne Segment 029 - High Income Suburban Retired Home Owners Without Children | ElementOne Segment 090 - Middle Income Suburban Older Home Owners With Children

TruAudience.



Learn more at:
transunion.com/truaudience

About TransUnion (NYSE: TRU)

TransUnion is a global information and insights company with over 12,000 associates operating in more than 30 countries. We make trust possible by ensuring each person is reliably represented in the marketplace. We do this with a Tru™ picture of each person: an actionable view of consumers, stewarded with care. Through our acquisitions and technology investments we have developed innovative solutions that extend beyond our strong foundation in core credit into areas such as marketing, fraud, risk and advanced analytics. As a result, consumers and businesses can transact with confidence and achieve great things. We call this Information for Good® — and it leads to economic opportunity, great experiences and personal empowerment for millions of people around the world.

<http://www.transunion.com/business>