



Transform omnichannel marketing & media performance

OVERVIEW

TruAudience, now with Neustar® Marketing Solutions, powers data-driven marketing and measurement with an end-to-end suite of privacy-enhanced identity resolution, data enrichment, audience targeting & advanced analytics solutions.

BENEFITS OF PARTNERING WITH TRUAUDIENCE



Leader in Identity

Develop a more robust & actionable view of consumer identity with TransUnion's unique data assets and leading approach to a unified identity graph



Unparalleled Data Connections

Confidently reach & measure all audiences across the fragmented consumer media & data world



Privacy-Enhanced Approach

Partner with an industry-leader in identity, data governance, & privacy-enhancing technology innovation

HOW WE HELP OUR CLIENTS

Get your data house in order

Power your first-, second- and third-party data strategies with industry-leading consumer identity data and machine learning capabilities

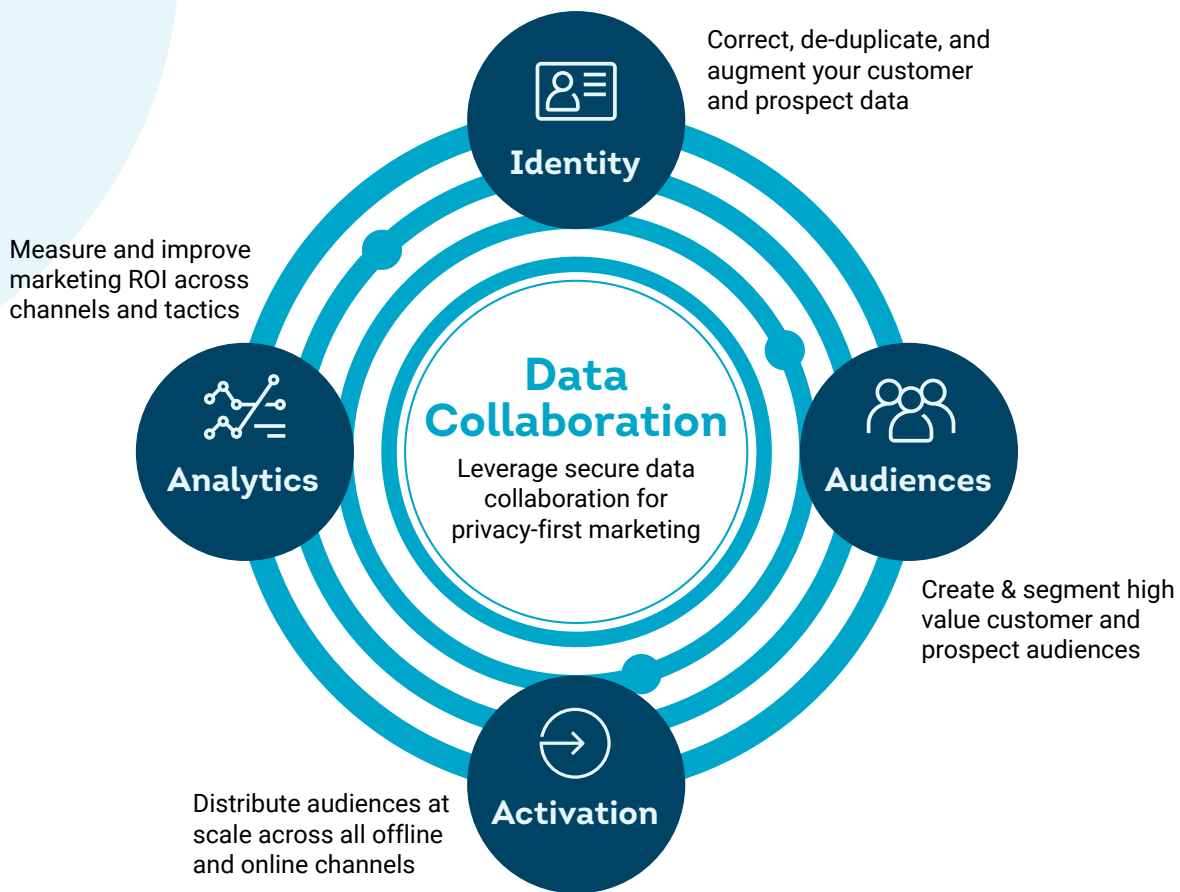
Power advanced targeting & measurement

Improve marketing ROI via an integrated set of identity-powered audience creation, syndication, and advanced analytics solutions

Adapt to a privacy-first advertising world

Sustain and grow your data-driven marketing and measurement capabilities in the face of data deprecation and privacy regulation

TruAudience enables data-driven marketing across 5 solution areas



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Transform Your Approach to Data-Driven Marketing & Measurement. Learn more at:

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