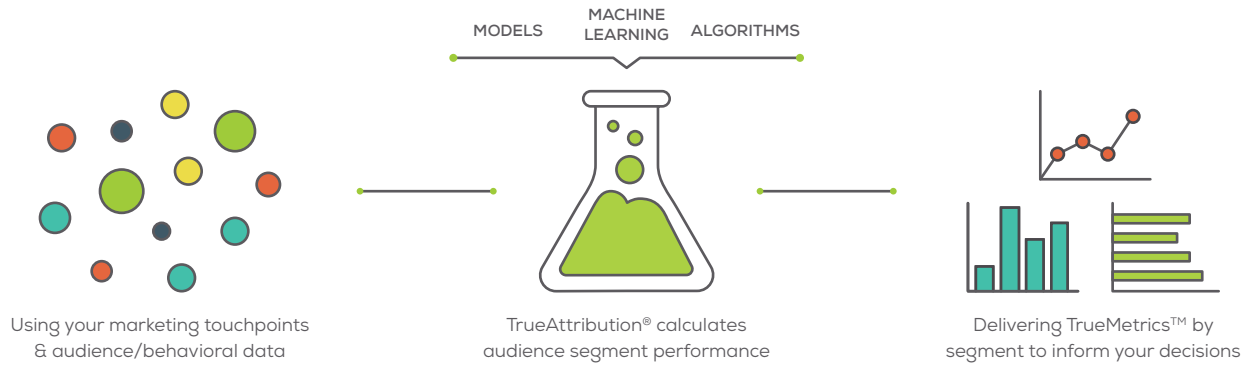




## Learn Which Tactics Produce Your Best Customers



The more you engage and understand who a consumer is, the better your chances of converting her. Audience IQ helps you understand which media tactics are most effective for each type of audience. It feeds your first- or third-party audience data, such as demographic or behavioral segments, into our TrueAttribution process. The output is a set of TrueMetrics for each audience segment so you can discover what works best for whom.

### Features

- Audience data integrated from multiple Data Management Platform (DMP) partners
- No Personally Identifiable Information (PII) used
- Objective TrueAttribution process distributes credit for each segment's conversions or brand engagement activities
- First- or third-party audience segments integrated
- TrueMetrics displayed by each segment to reflect cross channel & cross tactic impact
- Powerful, user-friendly interactive interface
- Machine learning technology continually refines your model and your results
- Post-conversion data such as Lifetime Value (LTV) incorporated
- Push-button reports mapped directly to your goals

### Benefits

- Uncover the TRUE impact your tactics have on your business goals by audience segment
- Identify previously undervalued or overvalued tactics for each segment
- Discover the optimal combination of tactics to maximize each segment's performance
- Identify the tactics that produce your highest value customers
- Learn the traits of the customers with the highest propensity to convert or engage with your brand
- Determine where additional budget should be spent, as well as reduced to maximize results
- Optimize campaigns by audience segment using your existing processes
- Implement more accurate and more productive optimization strategies by segment

*Isolate the cross channel marketing performance of each of the audience segments that you define.*

