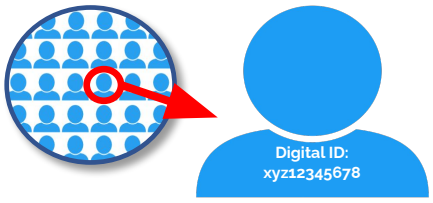
truth{set}

A NEW STANDARD FOR DATA QUALITY

Truthset is the first company to **measure the accuracy of record-level consumer data at scale** to improve performance for buyers, sellers, and users of data.

INTRODUCING TRUTHSCORES™

Truthset was founded to set a higher bar for accuracy. We source ID-level consumer data from leading, large scale providers and score them against independent validation sets to produce **Truthscores™**.



A **Truthscore** is a numerical value between 0.00 and 1.00, that simply quantifies the probability that ID-level consumer data is accurate.

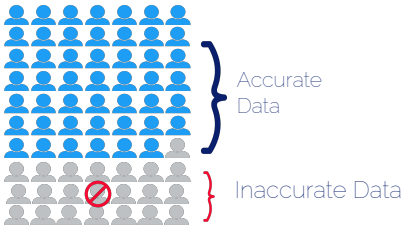
Attribute	Age 18-24	Gender - Male	HHI - $50k-$100k	Presence of Children - No	Hispanic - Yes
Truthscore	0.64	0.93	0.64	0.82	0.56

THE TRUTHSCORES ADVANTAGE

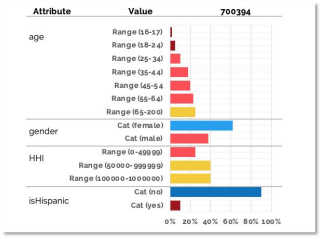
By measuring for accuracy at the ID level, you can:

ANALYZE
Find out exactly how accurate your targeting segments are, wherever you build/buy them.

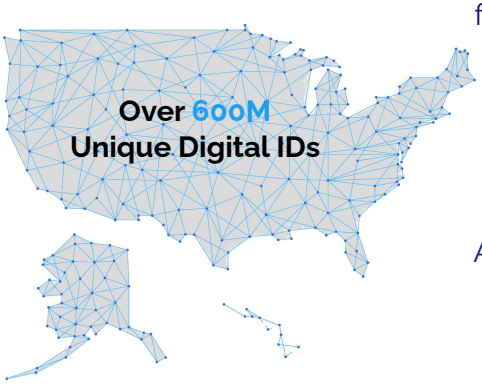
IMPROVE
Remove IDs which fall below a threshold for accuracy/scale which you control.



MEASURE
Use Truthscore based dashboards for unprecedented insight into campaign delivery.



MASSIVE SCALE, GRANULAR ABILITIES



We score IDs based on their level of accuracy of the following attributes:

Gender | **Age** | **Presence of Children** | **HHI** | **Ethnicity**

As well as combinations of attributes such as:

Age + Gender
e.g. "Young Men" (M, 25-34)

Gender + HHI
e.g. "Affluent Women" (F, HHI>$100k)

Ethnicity + HHI
e.g. "Affluent Hispanic" (Hispanic, HHI>$100k)

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USE CASE: ANALYZE

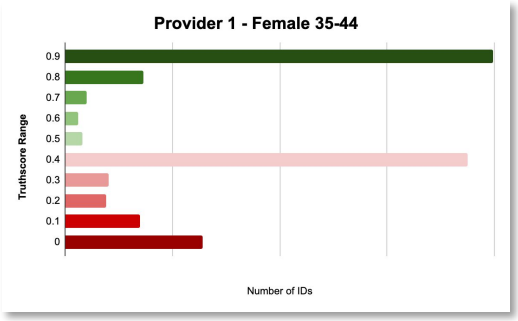
Desired brand target

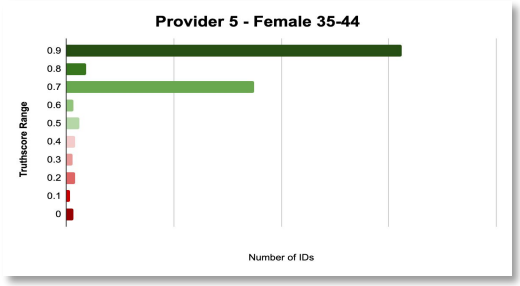
Valuable demographic of Female 35-44

Use Truthset to analyze two 3rd party segments claimed to represent this attribute

Truthset helps the brand identify:

- Provider #1's segment contains many IDs accurately identified as Female 35-44
- However Provider #1's segment also includes many IDs less than 50% likely to be Female 35-44
- Provider #5's segment is almost entirely more than 70% likely to be Females 35-44
- Provider #5 would include very little waste when targeting this demographic





USE CASE: IMPROVE

Campaign Details

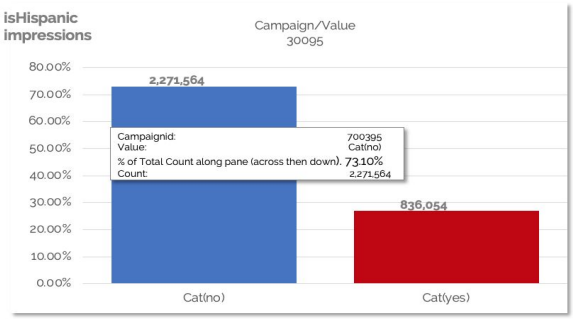
Post-campaign analysis of a major US campaign with a budget of $520 targeting a Hispanic audience indicates:

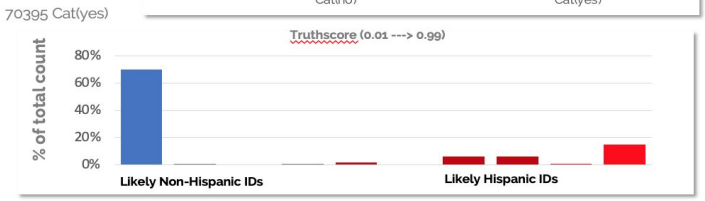
- **27% on target**
- 73% waste
- $379k wasted on non-Hispanic IDs

Truthset solution

Truthset can filter unqualified IDs and save/redirect 70% of campaign dollars, improving:

- On target percentage
- Brand metrics
- ROI





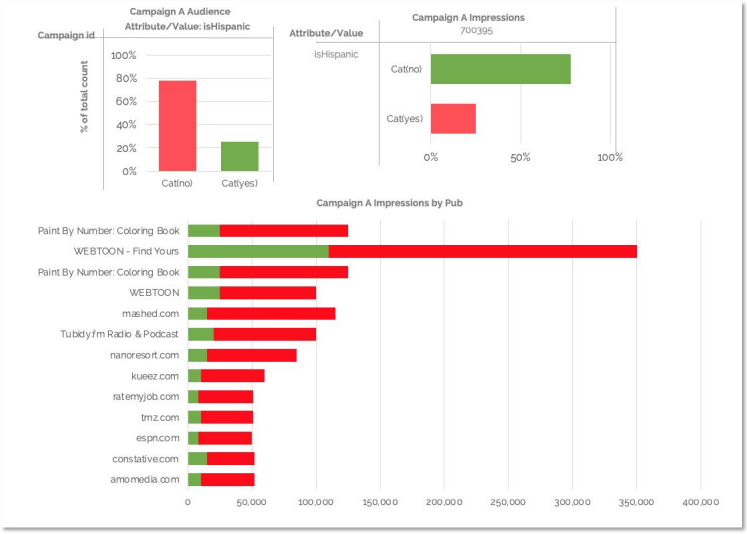
USE CASE: MEASURE

Brand needs to measure campaign delivery beyond age and gender, i.e.

- Unique Hispanic Reach
- Total Hispanic Impressions
- Hispanic impressions by publisher and/or app

Truthset can discreetly measure the delivery by:

+Age and Gender
+Ethnicity
+Household Income
+Presence of Children
+And more being added each quarter



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