

# TransUnion Audience Platform (TAP)

Gain a better understanding of your audience and heighten consumer experience through data-driven insights.

TransUnion Audience Platform (TAP) is an audience insights and segmentation platform that enables the use of TransUnion's people-based consumer data for marketing purposes. With TAP, marketers can create unique audiences that improve ROI and gain valuable data-driven insights that help inform digital marketing strategy.

## LOOK-A-LIKE MODELING

Target consumers that look like your most valuable customers

### Predictive Modeling

Find new consumers who are more likely to engage and convert online like your most valuable customers

### Person-level

Audiences are built from TransUnion's people-based database which covers 98% of the US population

### Measurable Performance

Activate your TAP Look-A-Like audience as a competitive tactic within Basis DSP.

## AUDIENCE PROFILING & INSIGHTS

Robust consumer data provides a comprehensive view of your audience

### Better Understand Your Audience

By using data to visualize who they are, what interests them, and what they buy.

### Inform Marketing Decisioning

Based on a better view of the type of consumers that make up your audience.

### Consumer Data

Across Demographics, Financial, Automotive, Employment, Political, Purchases & Interests data.

## WHY TRANSUNION?

### Reliable, Person-Level Data

TransUnion's identity graph covers 98% of the US population and is informed by the most comprehensive and accurate data sourced from a combination of public, private, self-reported and modeled data assets.

### Future Proof Audiences

TAP provides a people-based audience pool that is built through offline sources and leverages LiveRamp IDs to activate audiences that are not dependent on third-party cookies.