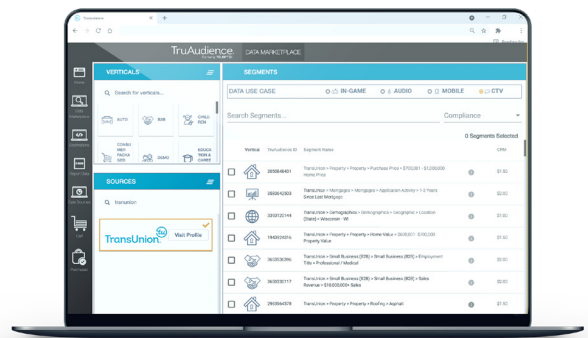


How to: Navigate the TruAudience Data Marketplace



- Log in to the TruAudience[®] Data Marketplace.
- From the Discover navigation, select “Data Marketplace” to find data from leading data providers.



Segment discovery

- Once you get to the Data Marketplace page, there are a variety of ways to discover segments and audiences:
 - **Verticals:** Within the verticals section in the top left, you can select a vertical of interest. Once you select the vertical (e.g., demo), the segments section will update to include all segments that fall within the vertical(s) selected.
 - **Source:** Within the sources section, you can see all the sources available and select a particular data source. Once a data source is selected, the segments section will update to include only segments from the data source(s) selected.
 - **Keyword search:** Within the segments section, you can search all the segments within the Data Marketplace by typing in keyword(s). The segment names that have the search keywords will be returned.
 - **Data use case:** Select the data use case for the targeted marketing opportunity (CTV, mobile, audio or gaming). Please note pricing and availability of a segment can vary by use case.
 - **Compliance:** Filter segments by various privacy and data security compliances: COPPA, FCRA, FLA, HIPAA, or PCI segments.
- You can use a combination of the segment discovery methods above to narrow down your selection. You can simultaneously select a single vertical or multiple verticals, a single source or multiple sources, search by keyword(s) and filter by data use case.
- To learn more information about a segment, select the information icon next to the segment of interest. Once the segment is selected, the segment information section will populate with a segment overview:
 - Segment ID
 - Company
 - Category
 - Segment Name
 - Description
 - Methodology
 - Compliance
 - CPMs (for each data use case that the segment can be used for)



Cart

- To add a segment(s) to your cart, please select the checkbox next to the segment in the segment table. Then click the “add to cart” button in the top right of the segments section.
- Once a segment is added to your cart, you have two options:
 - Continue browsing and adding segments to your cart by following the same process.
 - If you are ready to check out, click on the cart icon. You will be able to review all the segments in your cart.
- From the list of segments, select the checkbox next to the segments that you would like to export to a destination. Once the segments are checked, click on the “destination” button.



Destinations

- You will be taken to the Destinations Page where you will see a list of active destinations and activation end points that have yet to be configured.
 - **Active destination(s)**
 - If you are sending the segment to an active destination, click on the logo of your destination of choice. A checkbox will appear in the top right of the selected destination.
 - Please note you can select multiple destinations at a time.
 - Select the “Export Date” in the top left and then hit the “Continue” button.
 - **Configure destination(s)**
 - If you are sending the segment to a destination that has yet to be configured, click the config button under the destination logo.
 - Input all the required information for the destination and hit “Confirm”.
 - Once the new destination has been configured, it will be added to your active destinations and you will now be able to select as a destination.
 - Select the destination by clicking on the logo of your destination. A checkbox will appear in the top right of the selected destination.
 - Please note you can select multiple destinations at a time. If you are the sending the segment to a destination that has yet to be configured, click the config button under the destination logo.
 - Select the “Export Date” in the top left and then hit the “Continue” button.
- You will receive a pop-up confirming that segments have been successfully exported.



Purchased segments

- After you go through the buyer workflow, you are taken to the purchased segments table. This table will list relevant information about the purchased segments including:
 - TruAudience ID
 - Segment Name
 - Data Provider
 - Export Date
 - CPM
 - Destination
- You can reference the list of purchased segments at any time by clicking on the “Purchased” icon on the side navigation.

Visit: truaudience.com/data-marketplace