

TruAudience®

TransUnion Marketing Solutions

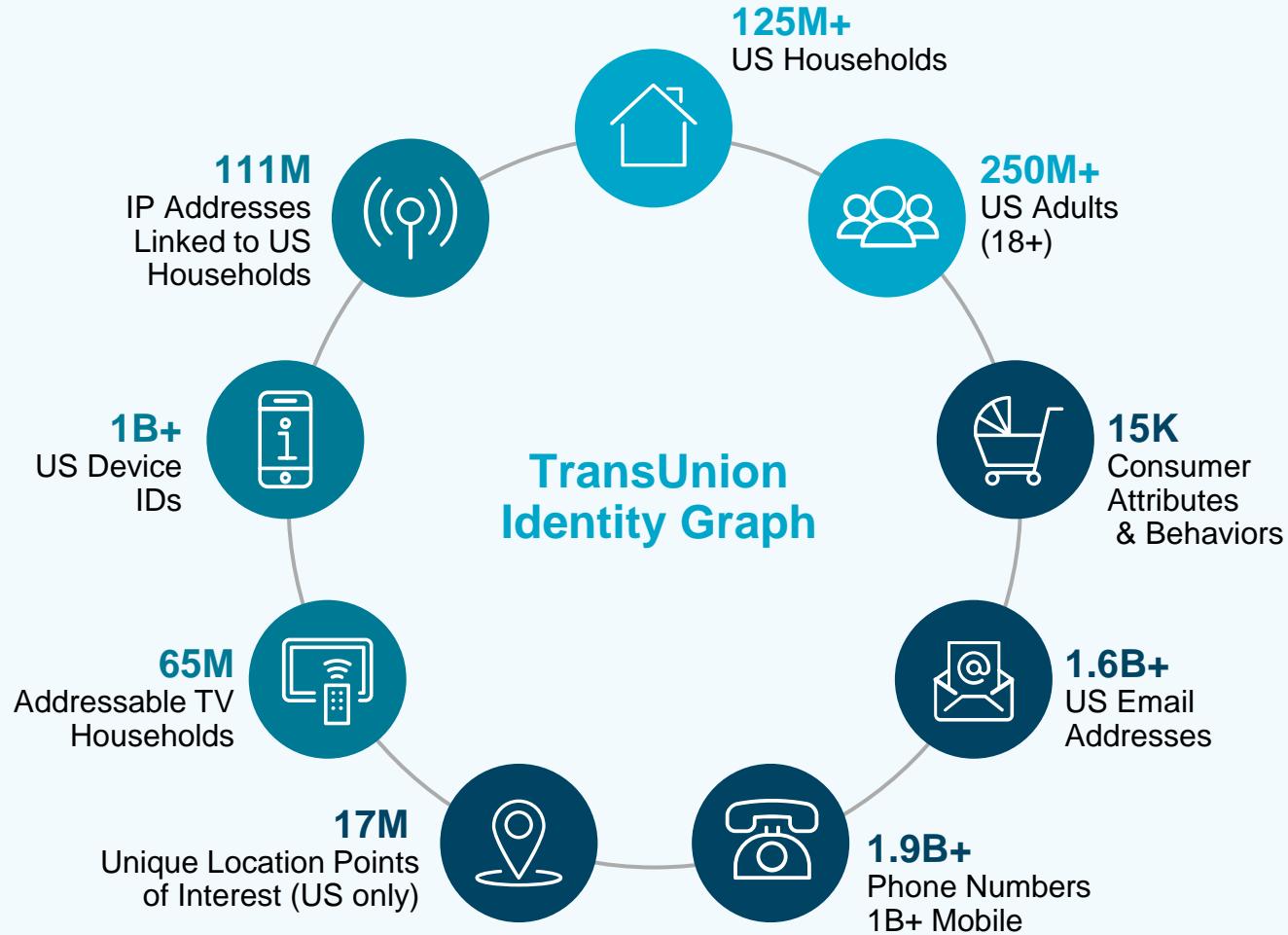
Identity Solutions Case Study: Telecom

Seth Harris, Sr. Director, Solution Consulting

4/18/24



TransUnion's enhanced identity graph makes customer insights, engagement, and measurement possible



Graph Metrics:

- 15 identifiers per Individual
- 45 identifiers per Household
- 700+ demographics
- 15,000 propensity & behavioral attributes
- 99.5+% persistency
- 98+% coverage in the US

Do you truly **know your customers?**



A Top 5 Telecommunications Carrier in the US

- Great data on Heads of Household who maintain billing relationship
- Poor visibility of family members 'hidden' under family plans

Missed opportunity to engage their most valuable accounts - family plans



The carrier uncovered new insights with Identity Resolution & Data Enrichment

Name: **Tommy TransUnion**

Small Business Owner

Address: **123 Elm Avenue**

New Mover

Phone number: **555-123-4567**

Estimated Income: \$125-150k

Email: **thomas@transunion.com**

Children Ages 13-15



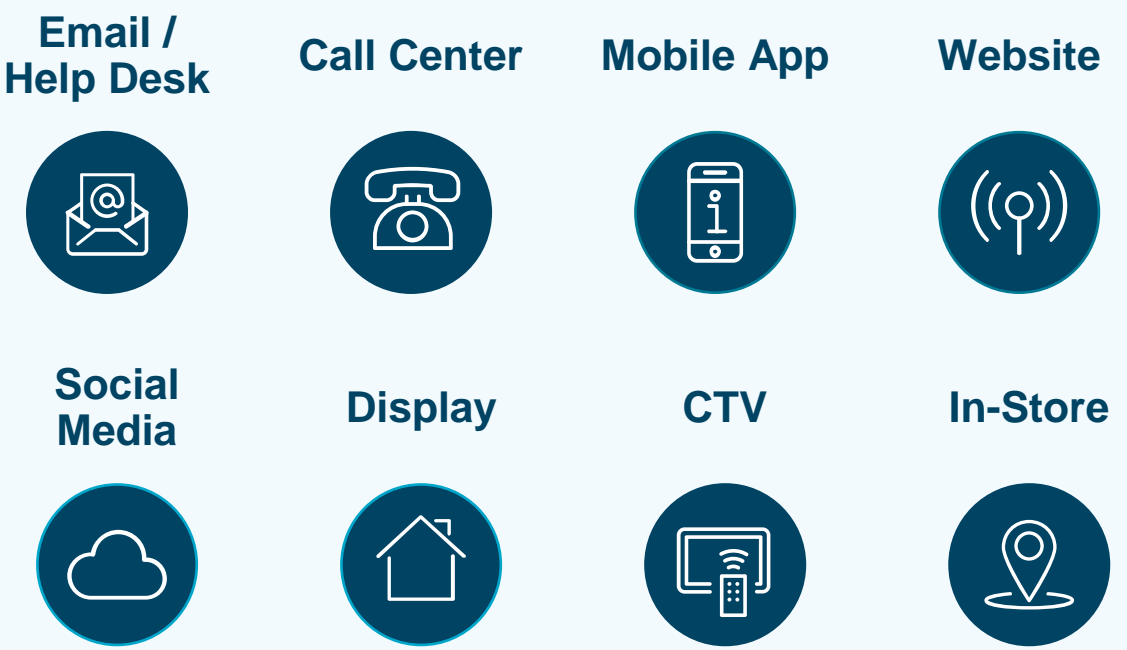
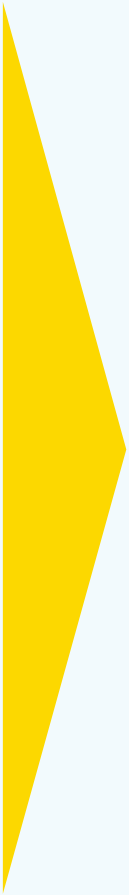
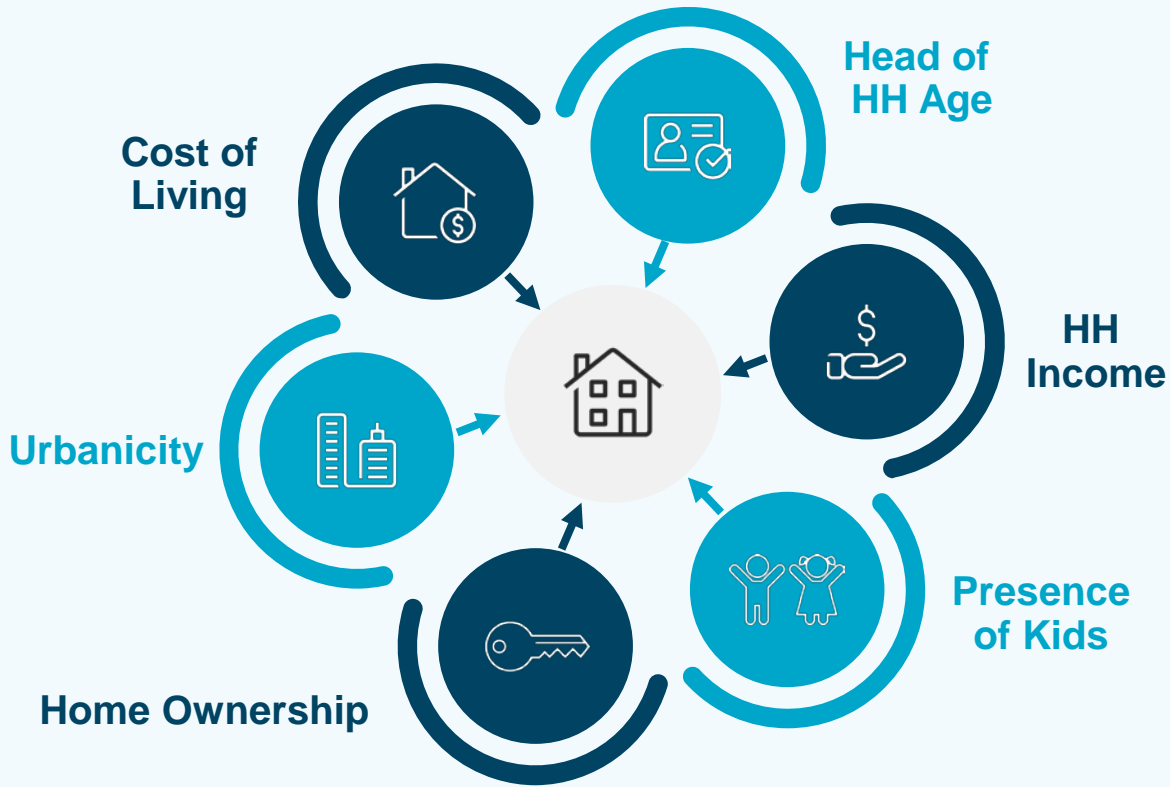
- ✓ Helped the carrier identify hidden customers
- ✓ Provided additional demographic information for each customer



Deliver relevant offers & experiences with segmentation

Segment Customers & Build LTV Models

Engage Across Owned & Paid Channels



Thank You

