

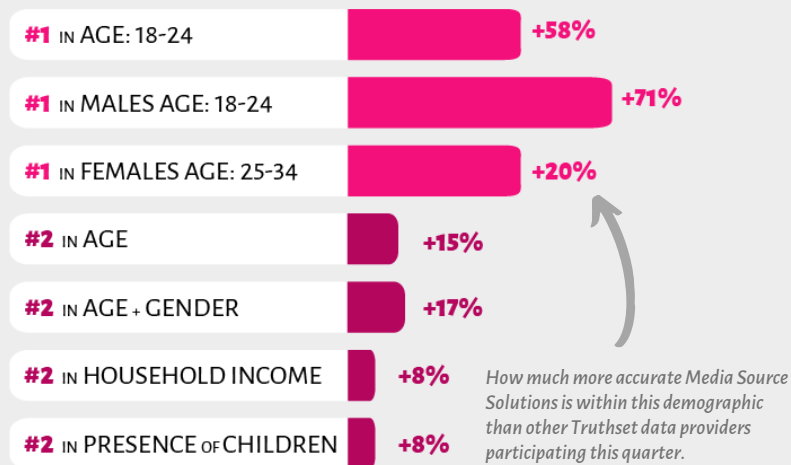
When It Comes to Data Quality, The Secret is All in the Ingredients



Data that's recent, relevant and accurate can make the difference between mediocre results and a stellar campaign. How do we know? At Media Source Solutions, data has literally been our only business for 20 years. We don't just talk-the-talk, we've practically written its recipe for success. And the truth is now evident:

According to Truthset, the quality of Media Source Solutions' demographic audience is above average with MSS ranking within the top 3 of participating data providers.

truth{set} Truthscore Index Q3 2020



Multichannel Identifiers

- Name
- Postal
- Email
- HEM
- Phone
- Cell Phone
- MAID
- App
- Cookie
- IP Address
- TV ID

Trusted Data Providers

- 2nd party sources
- 3rd party sources
- Direct response data
- Public record data
- Online engagements
- Surveys
- SDKs
- Mobile apps
- Trade directories
- Business associations
- Utility companies

How does Media Source Solutions quality-control?

- All sources are audited for compliance: BBB score, reputation, privacy policy, CCPA etc.
- All data is cross-verified against multiple sources
- All data is matched on name and postal address
- All data is validated with 5+ declared touch points
- All data is cleansed for hygiene



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