

# Private Taxonomies in the TruAudience Data Marketplace

Create a private taxonomy of on-demand & custom audiences with exclusive pricing

What if you could access special pricing for all of your go-to Media Source Solutions' data segments - both on-demand and custom? Now you can with Private Taxonomies!

## How It Works

Simply select segments from the existing Media Source Solutions taxonomy or ask us to create a custom segment for you based on your specific needs. We'll then make these segments available in a private taxonomy with exclusive special pricing, from which you will be able to push your chosen segment to your DSP.



## How Creating a Private Taxonomy Benefits You



### Access Special Pricing

Segments in a Private Taxonomy come with special pricing - find out how much you could save



### Try Custom Audiences

Not found the right segment for your campaign? Tell us your specific needs and we'll create a custom segment for you



### Enjoy Easy Access

Keep all of your favorite segments together in one place for easy access

## How we ensure the quality of our data

- **Transparently sourced** - All sources are audited for compliance
- **Cleansed** - All data is cleansed for hygiene
- **Cross-verified** - All data is cross-verified against multiple sources
- **Validated** - All data is validated with 5+ declared touch points

Whether you're looking for on-demand segments or custom audiences, talk to us today about your data needs.