

MOBILE INTELLIGENCE REPORTS ACTIONABLE TRUEDATA™ AUDIENCE INSIGHTS

There is no better way to understand consumers today than through the data on their mobile devices. TrueData's customizable **Mobile Intelligence Reports** combine cutting-edge **data science** with, our research-grade **mobile data**, to help you uncover deep insights about your users and competitors.

Analyze

Target

Measure

A customer file against multiple customer or competitor segments.

To drive better ROAS.

Any media exposure file to understand your campaign reach.

GET A **FULL UNDERSTANDING** OF YOUR CUSTOMERS AND COMPETITORS ACROSS ATTRIBUTES LIKE:

DEVICE CHARACTERISTICS

E.g. what phone make, model, and wireless carrier profiles do your customers have

DEMOGRAPHIC ATTRIBUTES

E.g. what demographic profiles do your customers index highly for vs competitors.

BRAND AFFINITY

E.g. what brands or competitors appear most on my customers mobile devices?



EASY, FLEXIBLE SETUP

To get started, input a CRM or Mobile Ad ID file, or leverage our data as a seed



TESTED AND TRUSTED

Research-grade TrueData that consistently outperforms competitors



TARGETING TOOL

Generate custom segments for significantly better ROAS



UNMATCHED INSIGHTS

Research niche-audience segments, competitors, or potential partners



INCREASE YOUR ROI.
CONTACT US TODAY.

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