

## **TransUnion Strengthens Digital Marketing Solutions with Agreement to Acquire TruSignal**

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CHICAGO, May 15, 2019 (GLOBE NEWSWIRE) -- TransUnion (NYSE: TRU) announced an agreement to acquire TruSignal, Inc., a leader in people-based marketing technology. TruSignal uses its custom audience-building platform to deliver predictive scoring powered by artificial intelligence, making big data available and actionable in almost real time for one-to-one addressable marketing.

"TransUnion is committed to developing market leading solutions for digital marketing and media execution," said Chris Cartwright, TransUnion's president and chief executive officer. "We help businesses isolate relevant audiences and enable impactful experiences based on deep consumer insights. TruSignal's highly complementary marketing solutions and technology will allow us to rapidly and flexibly serve the evolving digital marketing ecosystem."

TruSignal's TruAudience® Platform leverages offline data to quickly build and distribute custom, people-based audiences. TruSignal quickly translates multiple data points into insights and effective audiences, which leads to higher return on advertising spend. The combination of our technologies and information allow TransUnion's inherent accuracy to operate at scale.

"The way businesses interact with their customers is now led by data and analytical decision making – something we excel in at TransUnion," said Matt Spiegel, executive vice president, digital marketing solutions and head of media vertical at TransUnion. "We've only scratched the surface of what can be. We see a world where people interact with companies real-time, in a highly personalized way. This requires smart data science and great technology. Our history of leveraging data to develop rich insights and products, combined with TruSignal's industry-leading rapid modeling and technology platform, has the potential to be a critical part of shaping the future of the industry and how consumers will experience the brands they engage with."

Leveraging our robust consumer data footprint, our deep data modeling and analytics capabilities, our technology assets and the priority we place on data stewardship, TransUnion is continuing to evolve and expand offerings in the digital marketing and media industries. This acquisition and commitment to the digital marketing ecosystem builds upon our recently announced partnership with Tru Optik, and will allow us to bring greater speed, scale and depth to our solutions.

"Joining TransUnion is an incredible opportunity to merge our technologies and further enhance our audience capabilities and analytical capacity," said David Dowhan, chief executive officer and founder of TruSignal. "I see great things to come for our customers and partners as we work together to deliver even greater innovation from our combined areas of expertise."

The transaction is expected to close upon the satisfaction of customary closing conditions.

### **About TransUnion (NYSE:TRU)**

Information is a powerful thing. At TransUnion, we realize that. We are dedicated to finding innovative ways information can be used to help individuals make better and smarter decisions. We help uncover unique stories, trends and insights behind each data point, using historical information as well as alternative data sources. This allows a variety of markets and businesses to better manage risk and consumers to better manage their credit, personal information and identity. Today, TransUnion has a global presence in more than 30 countries and a leading presence in several international markets across North America, Africa, Europe, Latin America and Asia. Through the power of information, TransUnion is working to build stronger economies and families and safer communities worldwide.

We call this *Information for Good*. <http://www.transunion.com/business>

### **About TruSignal**

TruSignal, Inc. is an innovative leader in people-based marketing technology for Fortune 500 brands, agencies, platforms, publishers and data owners. TruSignal uses predictive scoring, powered by artificial intelligence, to make big data actionable for one-to-one addressable marketing. TruSignal delivers incredible

results by pinpointing the best people to target at scale and optimizing the bid price for every impression. This is all accomplished through the TruAudience® Platform, which combines a robust deterministic identity graph, a massive third-party data set, an advanced AI engine with multiple machine learning algorithms, extensive people-based, omnichannel ID matching technology and a robust set of integration APIs that fuel powerful insights, custom audience building, lookalike audiences, audience expansion and bid price optimization solutions that are easy, accurate, scalable and fast.

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