

# Media Source Solutions Offers Agencies Superior Data Quality

Make your clients smile with data accuracy that drives higher engagement

Media Source Solutions recognizes how important accuracy is for marketers in their campaigns and that's why all of our data is validated with 5+ declared touch points per record for performance & quality assurance. If you're looking to make your clients smile at their next campaign results speak to us about our superior data quality.

In a recent analysis by independent data evaluator, Truthset, they yet again found our demographic data to be amongst the best in the business.

## Highlights From Truthset's Data Analysis



### Males Aged 18-24

Our audience, Males Aged 18-24, indexed a full 17 points higher in accuracy than average.



### Pet Owners

Our audience, Pet Owners, was ranked no.1, ahead of any other data provider analyzed.



### Geo Audiences

We rank no. 1 for Census Division and Region and have above average data for State.



### Homeowners

Our audience, Homeowners, was ranked no.1, ahead of any other data provider analyzed.



### Married Consumers

Our audience, Married Consumers, was ranked no.1, ahead of any other data provider analyzed.



## Try Our Data Today

Our 3000+ pre-built segments, including demographic data, transactional data, behavioral data and location-based data, are ideal for your clients' upcoming marketing campaigns. And each segment can easily be delivered to your platform of choice. Talk to us about your needs today and start running data-fuelled campaigns that make your clients smile.