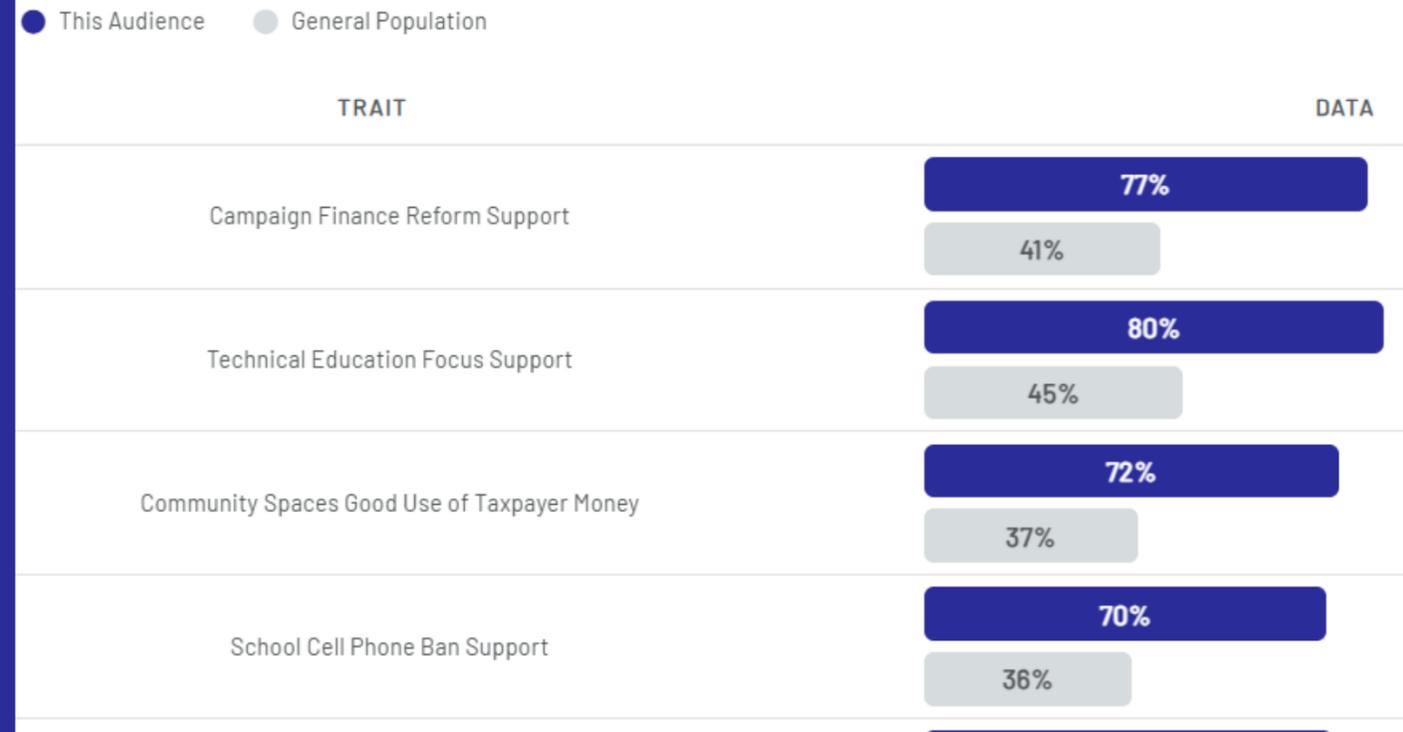


# Marketplace Audiences

Research-grade audiences. Zero ramp-up.



AUDIENCE	GENERAL POPULATION	DIFFERENCE
	41%	+36pp
	45%	+35pp
	37%	+35pp
	36%	+34pp
	37%	+34pp
	37%	+34pp
	39%	+34pp
	41%	+33pp
	32%	+33pp



# About Tunni



## Our Origin in Politics, Reapplied

Political campaigns have long connected research directly to real, addressable audiences. The high-stakes environment required precise audiences tied to issue preferences and candidate messages to meet the time-sensitive nature of elections. Outside of politics, that same rigor breaks down—insights live in decks, targeting relies on proxies across various vendors, messaging gets mismatched, and measurement is fragmented.

Tunni was founded because our leadership team knew it was critical to bring political-grade microtargeting beyond politics—connecting research to activation and outcomes in a single end-to-end intelligence platform.



# Our Vision

Tunni is leveraging AI to erase the boundaries between research, insights, audiences, and outcomes all in one end-to-end intelligence platform. And we want this vision to be true even when organizations don't start inside the Tunni Platform.

## Tunni Marketplace Audiences

Tunni Marketplace Audiences are research-backed, addressable audiences—built with the same rigor as our custom work, delivered where agencies and organizations already buy media.



# Problem



## Organizations need high-quality audiences for their campaigns

For many campaigns, custom research isn't feasible on short timelines. As a result, agencies default to third-party audience segments that promise speed—but lack transparency, rigor, and proof. Most buying decisions happen inside existing marketplaces, not new platforms, forcing teams to choose what's available over what's accurate.

### SPEED

Custom research can't always keep up with fast-turn campaigns, so deadlines win.

### QUALITY

Third-party and "prebuilt" audiences rely on proxies, assumptions, and not always research-grade evidence.

### TRANSPARENCY

Buyers are asked to trust black-box segments with limited insight into how audiences are built.

### REALITY

Media is bought in marketplaces. Even the best research fails if it can't meet buyers where they transact.

# Solution



## Tunni Marketplace Audiences

Tunni has a curated portfolio of research-driven audiences built using the same methodology that powers the Tunni Platform – made available directly within leading audience marketplaces through our partner integrations. Connect with exactly the right audiences based on their interests, usage, positions, preferences, and behaviors.



### Built from Research

Every Marketplace Audience originates from real-world research, expert modeling, and validated attributes—not guesses, or too-broad demographics.



### Designed for Immediate Action

These audiences meet buyers where they already transact—no workflow change, no new tools, no training deck no one reads.



### Privacy-Safe

Same standards. Same governance. Same SOC 2-backed discipline as Tunni and the Tunni Platform where we connect our audience data into the broader ad ecosystem using their identifiers.



# Adoption

## Why Tunnl's Success Means Success for our Partners

As more organizations adopt the Tunnl Platform, demand naturally shifts from insight to activation. Clients don't just want to understand their audiences—they want to deploy custom, research-driven audiences **wherever media is bought.**

That makes deep integrations across the advertising ecosystem essential, not optional. These partnerships allow Tunnl intelligence to travel—powering activation, performance, and scale for our clients, while driving incremental value and demand for our partners. The more the Tunnl Platform grows, the more these integrations become a shared engine of success.

 Users

### 450+

Our clients are allowed unlimited users so the entire enterprise can gain access to tools for insight, media planning, activation, and measurement.

 Time Spent

### 10m+

As we've made feature additions to the Platform and added depth to our insights, the average time spent in the per login has increased to over 10 minutes per session.

 Visit Increase

### 219%

Tunnl visits are up year-over-year and we continue to take direct feedback from our users about what they want to see in our upcoming releases.





# Audience Categories

## 01 Political

Audience segments are built around candidate support, persuasion, and turnout, localized to real electoral geography. These audiences reflect voter sentiment across congressional, state legislative, and local districts, enabling precise targeting tied to real political outcomes.

## 02 Policy

Audiences are defined by issue-level priorities and beliefs that shape opinions and decision-making. This includes perspectives on key policy areas such as immigration, education, the economy, healthcare, and social issues, allowing organizations to understand where audiences stand and what motivates them.

## 03 Reputation

Audiences can be segmented by brand perception, trust, and decision drivers. These categories capture how consumers think about brands—measuring KPIs like credibility, performance confidence, values alignment, and purchase consideration—so organizations can connect reputation strategy directly to real audience movement.

## 04 Media & More

Audiences based on media consumption, behaviors, and habits. This includes how people engage with media channels and platforms, as well as broader behavioral signals that inform when, where, and how to reach audiences most effectively.

# More Tunnl

## Our Other Core Capabilities

With years of experience embedded in our platform, we enable research at scale, define the right audiences, surface powerful insights, identify optimal communication channels, and measure changing attitudes over time—faster and more effectively than ever before. Here are other solutions offered to Tunnl subscribers.



### Stakeholder Influence with Halo

Halo can help you identify and reach the individuals who shape outcomes — the real people with the power to influence decisions, policy, and perception. Tunnl's influential targeting finds the people and networks around those who matter most to your campaign.



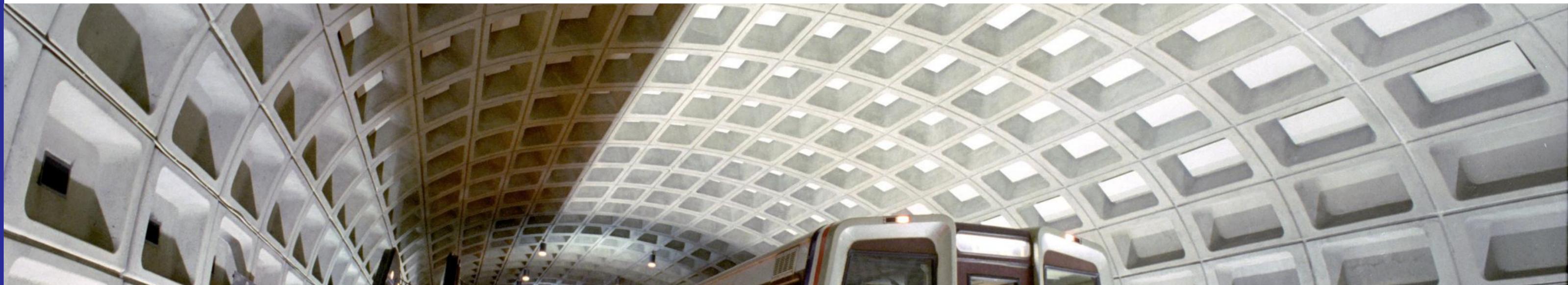
### Research Measurement with Campaign Effectiveness

Campaign Effectiveness empowers organizations with clear insight into campaign performance, resulting in smarter optimization and decision-making. Using wave-over-wave survey data and modeling, campaigns see movement agnostic of the channels they run campaigns on.



### Advanced Analytics with First Party Data

We remain data agnostic so you can take advantage of the information you've already gathered and marry it with the suite of intelligence available in our Platform, or behind it. Connecting your data with our stack of available insights allows for robust profiling capabilities that enables you to create cohorts for your unique efforts - whether growing your customer base or activating stakeholders around a key initiative.



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