

Alliant®

The Audience Company™



Compliant Audiences By Alliant

Take Guesswork Out of Your Data Strategy

Federal regulations place a number of constraints on marketing related to lending, housing and credit to ensure that protected classes are not unfairly excluded. With Alliant's Compliant Audience solution, create custom audiences that adhere to regulatory guidelines while still leveraging the same predictive power of Alliant's transactional data.

CUSTOM AUDIENCE SOLUTION



Consult

Powerful consumer purchase data filtered through the requirements of key regulations:

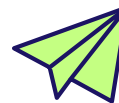
- Fair Housing Act (FHA)
- Fair Lending
- Equal Credit Opportunity Act (ECOA)



Create

A transparent process builds audiences using allowable attributes

- Custom-built
- Modeled or straight selections
- Access to list of attributes used



Deliver

PII-based audiences enable activation in any channel or platform

- Programmatic
- Addressable TV
- Mobile
- Social
- Direct Mail
- Email

Compliant Audience Targeting is a Collaborative Effort.

Let's discuss your specific requirements and answer any questions.
Contact us at datahelp@alliantdata.com.



F.A.Q.

Why do I need Compliant Audiences by Alliant?

Prohibited attributes are often part of modeled or inferred audience segments available in-market. It can be very difficult to identify the actual composition of an audience and you may inadvertently activate a segment that is not compliant if your business or advertising content falls within a regulated category.

Aren't there solutions available that do this for me?

Some activation platforms, but not all, have introduced features that broadly limit targeting in these categories. If a compliant modeling feature is available, whatever audience you create is only usable on that platform. And if they don't have the capability, you're out of luck. Having a strategic data partner that can quickly and accurately create audiences only using allowable attributes enables you to use that audience across any channel or platform.

How are Compliant Audiences by Alliant built?

Every Compliant Audience is custom built for you. For modeled audiences, all variables that could be deemed discriminatory by federal law are removed from the predictor variables available to our data scientists. This ensures that all modeling is done with compliant variables only. For deterministic audiences, prohibited attributes are unavailable as selectable options.

Can my compliance team review and approve variables?

Yes, Alliant's modeling and audience creation process is fully transparent. Once a model is built, we can provide a full list of variables used in the model. Additionally, our data science, legal and account teams are all available to answer any specific questions.

Audience Help Desk

Free Expert Support in 24 Hours or Less



datahelp@alliantdata.com

Get help with:

- Segment Recommendations
- Custom audiences for any channel
- Campaign Optimization
- RFPs and client pitches (free insights, metrics & embeddable charts)

Just email us some details:

- Audience & Targeting Description
- Channel
- Turnaround Requirements

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Disclaimer: This is not a representation or warranty of compliance. As a marketer you are responsible for adhering to state and federal regulations.

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