truth {set} Q2 PROVIDER 2022

Fluent Ranks #1 for Data Quality and Accuracy in Q2 2022 Truthset Truthscore™ Index

The Truthset Truthscore™ Index is the world's first independent standard to measure the quality of record-level consumer data. In Q2 2022, **Fluent ranked #1 for quality and accuracy across 8 key attributes**, outperforming industry peers for the third consecutive quarter.

Fluent Outperforms Top Data Providers

Fluent's data was independently validated and scored for accuracy against 19 of the largest providers in the industry.

Offering **first-party, single-source data**, Fluent consistently ranks as a top-performing provider among leading competitors in the Truthset Data Provider Network.

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Why it Matters

Advertisers today rely on accurate and privacy-compliant data to drive better business outcomes.

Fluent's data delivers on that promise, exceeding industry benchmarks for quality and accuracy while putting consumer privacy first. Identity-based and compatible with all emerging advertising IDs, Fluent data also provides full addressability and meaningful scale.

The Fluent Advantage



Privacy
100% declared and opted-in data



Addressability
Available for activation across programmatic, social, and CTV



Scale
280M+ matched consumer profiles