

## FAQs

# Frequently Asked Questions

## How do I create a login for the Tunnl Platform?

Ask your Tunnl representative or email [productsupport@tunnldata.com](mailto:productsupport@tunnldata.com). Once you've contacted us, we will email you your new login credentials with the subject line "Tunnl Platform Registration." Not seeing it? Check your spam folder. Still not seeing it? Contact your Tunnl representative or email [productsupport@tunnldata.com](mailto:productsupport@tunnldata.com).

## What are the password requirements?

The first time you log into the Tunnl Platform, you'll use the credentials that we sent you in the email with the subject line "Tunnl Platform Registration." Once you've logged in, you'll be prompted to change your password to something of your own creation. We require that your password is at least 16 characters with the following characteristics:

**ABCDE**

1+ uppercase letters

**!@#\$%**

1+ special characters

**12345**

1+ numbers

## How do I reset my password?

To reset your Tunnl Platform password, either 1) visit the "Account Management" page inside of the Tunnl Platform, or 2) when you're logging in, click on "Forgot Password?"

## When I logged in with the password that Tunnl emailed me, I received an "Incorrect username or password" error. What should I do?

Try to log in again, this time making sure to 1) type your password into the Tunnl Platform login page instead of copying and pasting it from the email, and 2) not confuse any characters (e.g. "l" and "1"). Still not working? Contact your Tunnl representative or email [productsupport@tunnldata.com](mailto:productsupport@tunnldata.com).



## Getting Started

### How can I request a demo of the Tunnl Platform?

To schedule a demo, contact your Tunnl representative or email [productsupport@tunnldata.com](mailto:productsupport@tunnldata.com).

### Who do I contact when I have questions?

Contact your Tunnl representative or email [productsupport@tunnldata.com](mailto:productsupport@tunnldata.com). We'll get back to you within 1-2 business days.



## About Tunnl Audiences

### How many prebuilt audiences does Tunnl have?

Tunnl offers more than 300 prebuilt audiences. Find them in the audiences portal of the Tunnl Platform or on our website [here](#).

### What are the differences between Tunnl's prebuilt audiences and custom audiences?

All Tunnl audiences, prebuilt and custom, are made up of people grouped together by how receptive they are to a particular message, issue, or cause.

Prebuilt audiences are your quickest, most accessible Tunnl audience option, as they've already been built. They contain nationwide insights on how Americans feel about top-of-mind issues, are routinely refreshed, and are available for activation 24/7.

Custom audiences are built for you based on your particular issues and geographies. They're best for advertisers who are advocating for an extra-niche issue and/or are interested in more granular geographic segments than nationwide. Custom audiences typically take 4-5 weeks to build and are routinely refreshed based on your unique needs.

► [Read this article](#) for more details on the differences between Tunnl's audience solutions.

### How do I add a dashboard or create a custom audience?

Contact your Tunnl representative or [fill out this Contact Us form](#). We'll reply within 1-2 business days to discuss your needs and establish a plan forward.



## Audience Search and Insights

### What kind of insights will I get from a Tunnl audience?

Each Tunnl audience provides hyper-relevant, human insights covering the most critical information for understanding – and impacting – your target consumer. You will see the count of people in the audience, as well as a **demographic breakdown** of that group (age, political party, sex, income, race, education).

We regularly refresh our audiences with updated demographic information and insights. That way, you can always trust your Tunnl audience to be up to date with the latest data needed to guide your campaigns.

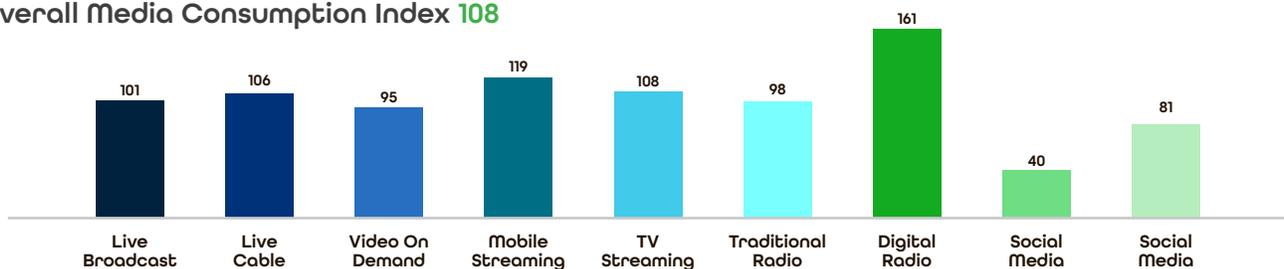
You will also receive **media mix insights** within all national Tunnl audiences. Media mix insights for city and state levels are coming soon.

### What is a media mix?

A media mix is a particular combination of communication channels that marketers can use to reach their audience. Tunnl offers media mix insights to help you understand how to find your audience based on different media consumption patterns (e.g. broadcast television, digital radio, social media, and streaming). Tunnl also offers media mix insights specific to social media channels, like Facebook and Instagram, and streaming channels, like Netflix and Hulu.

#### MEDIA MIX INSIGHTS

Overall Media Consumption Index **108**



► To learn more, [read this article describing media mix insights.](#)

### How does Tunnl build media mixes?

Tunnl builds media mixes from a robust modeled dataset that we derive from our monthly large-sample microtargeting surveys. Observed data is used wherever possible. Currently, the linear broadcast and cable media mixes are built from observed viewership data from smart TVs and set-top boxes.

### What is the overall media consumption index?

Tunnl's overall media consumption index is a scale of how an audience consumes media through a particular medium compared to the general public.

The scale's baseline is 100, meaning the audience consumes media on that medium at the same rate as the general public. If a number is higher than 100, it means you have a greater chance of reaching your audience on this medium because they consume their media here more often than the general public. Anything below 100 means you will have a more difficult time reaching them and would need a more targeted approach to do so.

### How can I find the Tunnl audiences that are right for me?

There are two ways to search for Tunnl audiences within the Tunnl Platform: basic search and advanced search.

- 1 **Basic search** allows you to search for one specific audience based on keywords (e.g. "climate change," "sports betting") or geography (e.g. Georgia).
- 2 **Advanced search** allows you to search for combined audiences. You can create custom overlaps, exclusions, and unions of audiences and geographies.
  - An **overlap** identifies individuals who are in both audiences or geographies.
  - An **exclusion** retains individuals who are in your target audience or geography while removing those who are also in your excluded audience or geography.
  - A **union** identifies individuals who are in any of your target audiences or geographies.

### Is it possible to download audience insights?

Yes, all audience insights are downloadable as PDFs. To download audience insights, search for your audience and then click on the green "Download" button in the upper-left corner.

### What's included when I turn on the "Include Demographics" toggle in the advanced search?

You'll gain additional information on your audience: its number of unique households and cell phones, as well as the option to break it down by sex, political party, age range, ethnicity, voter status, income level, marital status, education level, children in the household, and geography.

### What is a "partner," do I need one, and if so, how do I choose one?

Tunnl's "partners" are CTV, OTT, programmatic, and digital media buying platforms that include Tunnl audiences as options for their users.

If you are interested in activating your audience traditionally (contacting them through traditional linear TV, mail, phone calls, or peer-to-peer texting), choose "Standard" as your partner.

You're also able to activate your audiences digitally through OTT, CTV, social media, programmatic, and other digital advertising mediums. Don't see your preferred partner/platform? Choose "LiveRamp," a leading data onboarder. We will work with LiveRamp to send your audiences to your preferred partner/platform.



## Tech Concerns

### Which browsers are supported by the Tunnl Platform?

The Tunnl Platform supports Chrome, Safari, Firefox, and Edge.

### Does the Tunnl Platform have a mobile app?

The Tunnl Platform does not have a mobile app.



## Political Concerns

### When searching for audiences by geo type, what is the difference between "CD Current Election" and "CD Last Election"?

"CD" stands for "congressional district." "CD Current Election" represents the congressional district boundaries for the current election cycle. For example, in 2022 this represents the boundaries for the November 2022 election. "CD Last Election" represents the boundaries from the last election cycle, which in year 2022 would be the 2020 cycle.

## Questions?

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[productsupport@tunnldata.com](mailto:productsupport@tunnldata.com)

To learn more about Tunnl, visit [tunnldata.com](https://tunnldata.com).

