
Neustar Gives Agencies and Brands Unmatched Power to Improve Campaigns with New Service to Model, Test and Explore Raw Media and Audience Data Assets

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STERLING, VA, – [Neustar, Inc.](#) (NYSE: NSR), a trusted, neutral provider of real-time information services and analytics, today announced the release of AK Media Insights Pro, a service that gives brands and agencies the ability to model and analyze their own media and audience data to uncover campaign insights that go beyond standard reports and dashboards. A new addition to [Neustar's Media Intelligence](#) suite, the offering empowers marketers to build and experiment with custom marketing attribution models that accurately address their unique business needs. These models, in turn, help them understand and maximize their media and audience mix, answer complex media questions, and improve campaign performance.

“AK Media Insights Pro is a robust, turnkey solution that eliminates silos by bringing normalized online and offline data together in one place,” said Steve Silvers, VP & GM, Marketing Services, Neustar. “Finally, agencies and brands now have the power to experiment with all of their data, and drill deeper on different combinations of placements, channels, and audience attributes, uncovering the insights they need to maximize ROI.”

Designed for data scientists and analysts, AK Media Insights Pro saves clients time and money by allowing them to leverage their existing business intelligence and analytics in a flexible environment.

The offering is designed, built and delivered according to privacy by design principles, ensuring clients' data privacy and security. It allows agencies and brands to:

- Use fine grain data to develop “what if” scenarios and test potential marketing mix strategies and opportunities for optimization
- Access de-duplicated first, second and third party data and digital campaign activity to understand the characteristics and attributes of customers and prospects as they move through the sales funnel
- Create custom data aggregations that more closely match the specific client's business rules to improve cross-channel campaign performance
- Understand the impact of brand exposure throughout the constantly evolving fragmented consumer journey

About Neustar

Neustar, Inc. (NYSE:NSR) is the first real-time provider of cloud-based information services and data analytics,

enabling marketing and IT security professionals to promote and protect their businesses. With a commitment to privacy and neutrality, Neustar operates complex data registries and uses its expertise to deliver actionable, data-driven insights that help clients make high-value business decisions in real time, one customer interaction at a time. More information is available at www.neustar.biz.