
Neustar and comScore Partner to Improve Brands' Digital Ad Delivery through Customized Integration of In-Target and Viewability Measurement

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STERLING, VA, – [Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services and analytics, today announced a partnership with comScore, Inc. (NASDAQ: SCOR) that will give marketers a unified marketing solution incorporating validated Campaign Essentials™ (vCE®) ad validation metrics in its offering. The partnership builds on [Neustar PlatformOne's](#) already robust capabilities and comprehensive partner ecosystem and enhances its ability to provide marketers with the visibility needed to measure and optimize digital campaigns.

The integration of comScore vCE's MRC accredited metrics into PlatformOne™ will allow Neustar customers to more accurately measure ad viewability and the duration of ad engagement. These metrics provide advertisers with the transparency needed to confirm that their ads deliver quality, reliable impressions that engage the right audience, in the right geography, alongside brand safe content.

“comScore vCE gives Neustar customers a very powerful, integrated tool to improve their campaign efficacy,” said Ted Prince, Senior Vice President, Information Services, Neustar. “Our partnership with comScore is one of many important alliances we have made, and will continue to make, to ensure that PlatformOne is at the forefront of helping marketers drive ROI in an increasingly complex digital marketing ecosystem.”

“This partnership between comScore and Neustar dramatically simplifies and streamlines the measurement process for advertisers and provides the real-time insights needed to optimize campaigns,” said Anne Hunter, SVP Global Marketing Strategy at comScore. “These capabilities eliminate key barriers to advertisers, enabling them to achieve greater scale and providing the data needed to maximize media spend and ROI.”

We are pleased to see Neustar and comScore working together to offer improved efficiencies and synergies in campaign measurement,” said Scott Hagedorn, CEO of Annalect, the marketing technology platform of Omnicom Group. “Ultimately, this partnership fosters the continued acceleration of digital as an advertising medium and makes it easier for us to deliver value back to our clients.”

“The ability to measure the validity of a campaign in real time and course correct has become the new necessity among marketing professionals. Marketers today not only want to plan and execute campaigns tailored to specific audiences, but they want to be assured that their ads are delivered in a brand safe environment, in the right geography, and to real people, to reduce ad fraud and maximize ROI,” said Randy Giusto, Vice President and Practice Lead at Outsell, Inc., a research and advisory firm focused on media, information and technology.

About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in digital measurement and analytics, delivering insights on web, mobile and TV consumer behavior that enable clients to maximize the value of their digital investments. For more information, please visit www.comscore.com/companyinfo.

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.