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## Neustar Partners with Mobile Media Leaders to Improve Marketers' Reach Across more Channels and Devices

Sep 23, 2014

**STERLING, VA, September 23, 2014** – [Neustar](#), a real-time provider of information services and analytics, today announced three new partnerships with mobile media leaders that will allow marketers to more accurately reach consumers across smartphones and tablets. Its partnerships with Adelphic, NinthDecimal, and Voltari improve a marketer's ability to easily target and personalize interactions with mobile consumers.

Until now, reaching the right consumers on mobile devices has been an industry-wide challenge. According to a [2013 study by the Mobile Marketing Association and Neustar](#), 34 percent of marketers are concerned with their ability to access the right data while 38 percent are holding back on spending because they are unable to accurately target audiences. This is because the ad tech industry has been ineffective in bridging the gap between a world of cookies and a world that increasingly leaves cookies behind.

To effectively connect the two worlds across all channels and devices, marketers need a single, unified identity that provides a comprehensive portrait of their customer and allows them to deliver relevant messages at every point in the buying cycle. With these partnerships, Neustar closes the gap with its authoritative, dynamic identity that can now also link to millions of mobile users. Neustar's [PlatformOne AdAdvisor Audiences](#) leverages this partner-enhanced capability to offer relevant audiences for more accurate targeting to mobile users.

According to NinthDecimal CEO Michael Fordyce, "Before today, marketers haven't been able to accurately reach and engage their audiences across all channels and devices at scale, however by combining the sophisticated data intelligence from two industry leaders, this partnership creates the most powerful audience segments for marketers. NinthDecimal is excited to partner with Neustar and enable the company to extend its reach into mobile – offering our collective customers a complete marketing solution."

Neustar's identity methodology is unique because of the combination of techniques it uses to link verified offline data, including wireless data, to an identity foundation based on 220 million adults and 120 million households. It is further augmented and linked with more than 15,000 offline and online predictive attributes from third-party data sources from various industries. Most importantly, Neustar continuously corroborates its identity with billions of anonymized daily transactions. This ensures the identity methodology keeps up with the rapid change in consumer data and provides the freshest audience data. Neustar is able to do all of this with privacy-by-design at

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the core of its identity methodology.

“We’re partnering with leading mobile media platforms to address one of the industry’s most pressing problems,” said Neustar VP of Data Strategy, Pascal Bensoussan. “Identity matters. As consumers spend more time on mobile devices, marketers need to be armed with the right data and technology to succeed. Brands can now rely on our strength of data enablement and new partnerships to drive more effective targeting to offline, online and mobile consumers. The next step in our product evolution is to deliver cross-device measurement to arm marketers with more accurate insights to optimize campaigns and drive sales in order to enable a personalized dialogue at every point of interaction regardless of channel or device.”

### **About PlatformOne AdAdvisor Audiences**

Fueled by Neustar’s authoritative, dynamic identity, [PlatformOne AdAdvisor Audiences](#) are the highest quality online audience profiles in the industry; spanning demographic, psychographic, geographic, brand/product affinities stage and industry-specific attributes. Neustar Audiences help marketers go beyond the basics, providing the most trusted offline data from hundreds of sources for portable, cross platform online targeting. These partnerships extend our capabilities to offer mobile targeting at scale. Marketers can further improve their audience profiles by onboarding their CRM Data to remarket and find new prospects that look like their best customers across any channel, to any device using Neustar’s CRM Onboarding and Audience Extension services.

For more on Neustar’s PlatformOne and AdAdvisor solutions, visit us at:

[Advertising Week](#), September 29 to October 3, in New York

- CMO Lisa Joy Rosner, “Identity Matters: The Key to Being Relevant in Today’s Multi-Channel, Cross-Device World” at Times Center Hall, September 30 at 12:15 pm ET
- VP of Product Marketing, Yosha Ulrich-Sturmat, “Get Real: Delivering a Personalized Dialogue With Identity Information and a Modern Marketing Platform” at Lucille’s at B.B. King Blues Club, October 1 at Noon pm ET

Mobile Marketing Association’s [SM2 Innovation Summit](#), September 30 to October 1, in New York

- Director, Marketing & Business Development Lisa Peterson, “Identify The Right Audience, Personalize Engagements And Maximize ROI In The Multi-Screen World” at Highline Stages, October 1 at 1:40 pm ET

### **About Neustar, Inc.**

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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](http://www.neustar.biz).

### **About Adelphic**

Adelphic Inc. is a leading mobile-first advertising platform with unmatched audience insight capabilities for agencies and brands. Adelphic's powerful Predictive Data Platform and intelligent AudienceCube™ deliver unparalleled results for advertisers. Founded in 2010, Adelphic is funded by Matrix Partners and Google Ventures.

### **About NinthDecimal**

NinthDecimal is the leading mobile audience intelligence company enabling brands to engage with the right audience, at the right time. Fortune 500 companies and marquee brands, like, Samsung, Gap, Best Buy, Microsoft and Volkswagen, use NinthDecimal's precise audience intelligence platform and sophisticated campaign analytics to drive optimal brand experiences and unprecedented campaign ROI. By combining online and offline data sources, NinthDecimal provides the most comprehensive understanding of audiences by connecting their digital and physical worlds. Its mobile targeting approach delivers 4X higher performance than alternative approaches, and its Location Conversion Index™ is the mobile industry's most accurate ROI metric that measures the increase of in-store visits directly attributed to mobile ad campaigns.

NinthDecimal is headquartered in San Francisco with offices in New York City, Chicago and Silicon Valley. Follow us on Twitter ([@NinthDecimal](https://twitter.com/NinthDecimal)) and like us on [Facebook](https://www.facebook.com/NinthDecimal). Learn more at [www.NinthDecimal.com](http://www.NinthDecimal.com).

### **About Voltari**

Voltari enables its customers to plan, manage, and learn from their digital marketing and advertising efforts in a continuously fractured digital landscape. Built on more than a decade of experience in the mobile industry, Voltari's mobile advertising platform records, analyzes, and reacts automatically to consumer preferences and behaviors in real-time, enabling advertisers and marketers to more easily, efficiently and effectively respond to the

evolving needs and desires of consumers in a personalized and localized manner. Voltari's technology, expertise and unique go-to-market approach continually deliver higher ROI for its customers while remaining respectful of consumer privacy and compliance with all relevant privacy statutes. For more information, visit [www.voltari.com](http://www.voltari.com) or follow [@voltarimedia](https://twitter.com/voltarimedia) on Twitter.