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# Neustar Celebrates “National Plant a Flower Day” by Sharing Non-Intuitive Insights with Advertisers

Mar 12, 2015

*PlatformOne™ Links Customer Interactions with Authoritative Datasets to Identify, Verify and Segment Customers in Real-Time*

**March 12, 2015 – SAN FRANCISCO** – Today is “National Plant a Flower Day” and [Neustar](#) (NYSE: NSR) is helping advertisers and marketers find ways to reach hardcore gardeners who may be likely to participate in planting flowers not only today but in the spring and summer months to come.

## Why Identity Matters

Marketers know that relying merely on intuition to connect a brand to consumers is no longer an option. Brands and advertisers are getting more and more sophisticated in how they increase awareness and drive behavior—whether for reaching gardeners, soccer moms or weekend warriors. By using non-intuitive insights to connect with consumers, savvy marketers can target with more precision and drive conversions throughout all channels.

Neustar’s identity data and insights help brands and marketers understand their audiences better. Here are some non-intuitive insights for **Hardcore Gardeners**:

- While it may be expected that members of hardcore gardener households enjoy playing golf, fishing and boating while on vacation, it may not be as obvious that they **watch NASCAR at nearly two times the national average**.
- With a purchase rate of nearly 80% above the U.S. average, hardcore gardeners love **Caribou Coffee in their Keurig** machines.
- Hardcore gardeners rank high for listing **Cracker Barrel as the family restaurant** they visit most often and **Sonic** as the highest rated fast food restaurant.
- Hardcore gardeners watch **“Person of Interest” on CBS** each week at two times the average rate.

## About PlatformOne™:

PlatformOne links customer interactions with authoritative datasets so marketers can identify, verify, and segment customers in real-time. It combines this with real-time, cross-channel, cross-device media intelligence leveraging state-of-the-art predictive analytics.

At the core of PlatformOne is an authoritative identity layer – a unique approach to collecting, corroborating, and validating consumer and business identity – that constructs a single, accurate view of customers and prospects to personalize and activate across all touch-points.

Join Neustar's webinar on March 19th at 1pm EST to learn more about [Data Onboarding and Media Intelligence](#).

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

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