
Neustar Shares New Non-Intuitive Insights About March College Basketball Fans

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PlatformOne™ Gives Marketers the Critical Insights They Need to Reach the Right Customers, on the Right Platform and on the Channel They Prefer

[Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services and analytics, today announced new non-intuitive insights about U.S. college basketball viewers. According to the NCAA, the college basketball tournament brings together [181 million viewers](#) to TV and online screens, giving advertisers an opportunity to raise the awareness of their products and services among an engaged audience of potential customers.

Neustar's [PlatformOne™](#) gives marketers a complete, real-time portrait of their customers and prospects based on accurate data, enabling a personalized dialogue across all marketing channels. When it comes to establishing a personal dialogue with college basketball viewers, advertisers can leverage the non-intuitive insights about this segment's drink, hobby, music, sport and TV show preferences to help them formulate the right messages for their media campaigns.

For example, Neustar found that men's college basketball viewers are also more likely to order wine at restaurants, eat at Outback Steakhouse®, garden as a hobby, stay at Hilton® hotels when traveling domestically, listen to jazz music and watch "The Good Wife" on CBS®. Armed with these non-intuitive insights, marketers can target and reach their audience more effectively.

According to [Kantar Media](#), the three week tournament has generated \$7.5 billion in TV advertising since 2005 and advertising spend in 2014 alone was \$1.13 billion. To ensure brands use their marketing budgets to target customers as precisely as possible, it is important to understand their exact preferences and buying behaviors.

View the entire [March Basketball Fans Infographic](#).

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.