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# Neustar Releases Compelling Non-Intuitive Insights About Travelers That Every Marketer Should Know About

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*Actionable Insights About Business and Holiday Travelers Lets Marketers Engage More Effectively with Customers*

[Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services and analytics, is sharing new non-intuitive insights about business and holiday travelers to inform advertisers about their purchase behavior and lifestyle patterns.

Neustar's [PlatformOne](#)™ solution, gives marketers a complete, real-time portrait of their customer based on accurate data, enabling a personalized dialogue across all marketing channels. Whether marketers are targeting business or holiday travelers, knowing what sets these travelers apart will allow marketers to target with more precision and drive conversions across channels.

Neustar has identified some key insights about business and holiday travelers that can help advertisers reach them more effectively, at the right time, with the right message and via the right channel. For instance, knowing that holiday travelers enjoy golfing, snowboarding and eating at Ruby Tuesday® gives advertisers actionable insights to target customers with a message that will resonate with them and on the channel they prefer. Personalizing the marketing message has never been more imperative for brands aiming to maximize customer reach and increasing marketing ROI.

View the entire [Business and Holiday Traveler 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](http://www.neustar.biz)