
Neustar Collaborates with Nielsen to Bring Digital Campaign Measurement to PlatformOne™

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Neustar Integrates Nielsen Digital Ad Ratings to Give Marketers Actionable Insights on Digital Advertising Reach

STERLING, Va. – [Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services and analytics, today announced a collaboration with Nielsen (NYSE: NLSN) to give media buyers and sellers a transparent view of campaign reach across all digital screens. This integration further expands the capabilities and flourishing partner ecosystem of Neustar's [PlatformOne™](#) by providing marketers with a unified and brand-safe view of their offline, online and cross-platform audiences.

PlatformOne's™ visionary media intelligence capability gives brands a single, unbiased view of their marketing activities across formats, channels and devices with the ability to adjust campaigns in-flight and measure audience performance. By leveraging data from over 4 billion consumer transactions every day, cross referenced against 15,000 online and offline attributes with anonymized data from 220M adults across 120M households, PlatformOne™ gives advertisers a unique approach to personalize their conversations with consumers.

"Today's ubiquitous digital landscape requires that advertisers utilize leading-edge audience measurement tools to reach the right consumers, on the right platform, at the right time," said Yosha Ulrich-Sturmat, vice president of product marketing at Neustar. "Our relationship with Nielsen gives our customers additional insights to help them evaluate viewable impressions with the aim to maximize their media spend and digital ROI."

With the integration of [Nielsen Digital Ad Ratings](#), formerly known as Nielsen Online Campaign Ratings™, Neustar's customers will gain an additional trusted third party option to understand the reach of their digital campaign metrics across desktop, tablet and smartphone devices. Brand marketers will be able to cross-check the audience reach of their campaigns, assess the viewability of their ads and ensure that their impressions engage the right audiences, in the right geography, and in a brand safe environment.

"As marketers increasingly look to reach audiences across devices, it's imperative that they have the tools to precisely measure those audiences and understand a campaign's impact," said Andrew Feigenson, Managing Director, Digital, Nielsen. "We're thrilled to work with Neustar and help provide their clients with a complete view of their digital campaign audience."

Neustar customers will be able to:

- Validate campaign and audience metrics across all digital screens with Nielsen reports
- Verify that ad impressions are viewable and free from fraudulent activity

To learn more about Neustar's PlatformOne™ visit [Neustar.biz](https://neustar.biz).

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.