
Neustar Gives Marketers An Exclusive Preview Of New Omnichannel Maturity Model Findings

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Neustar Hosts Webinar Featuring Rusty Warner on Measuring Omni-channel Success

Neustar, Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services and analytics, will host a webinar featuring research conducted by Forrester Consulting titled “Measuring Omnichannel Success: An Exclusive Look at a New Maturity Model for Marketers” on Wed., March 25, 2015 at 1:00 PM EST.

Neustar’s soon-to-be-released Omnichannel Maturity Model will assess how leading marketers across various industries are delivering a true omnichannel experience. In today’s complex digital landscape, where consumers carry multiple devices and interact with brands both offline and online, delivering a great customer experience across all channels has become the holy grail of marketing and brand differentiation.

The hour-long webinar showcases presentations by guest speaker, Forrester’s Principal Analyst, Rusty Warner and Neustar’s Director of Product Marketing, Rashmi Vittal, who will explore how marketers are adjusting to the ever-growing complex digital world. This informative discussion will give participants a sneak peak at the upcoming Omnichannel Maturity Model by focusing on which industries lead the pack, what the dimensions of omnichannel maturity are, and which technologies are prerequisites.

Register for the Measuring OmniChannel Success: An Exclusive Look at a New Maturity Model for Marketers webinar to build a personalized dialogue with your customers.

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 <https://www.neustar.biz>