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Marketo and Neustar Join Forces to Deliver Precision B2C Marketing With Faster, Cleaner Data

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Neustar, Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services and analytics and Marketo , Inc. (NASDAQ: MKTO), the leading provider of engagement marketing software and solutions, today announced a partnership to give marketers the most accurate and complete data for consumer engagement. The integration further expands Neustar's already-robust partner ecosystem.

By utilizing the industry's highly regarded repository of authoritative data linked to offline, online and mobile identifiers, Neustar helps marketers create up-to-date customer databases and allows them to maximize ROI by focusing on those customers and prospects with a higher propensity to buy.

"Neustar and Marketo share a passion and dedication for transforming how marketers engage with customers," said Lisa Joy Rosner, CMO, Neustar. "Marketers will now be able to achieve even more precision in their campaigns by combining the capabilities offered by Marketo's leading Engagement Marketing Platform and Neustar's Lead Intelligence solution. This integration delivers value to more B2B and B2C marketers in a wide range of industries and builds on our joint strategy to make our leading solutions available wherever marketers need them."

B2C marketers are often overwhelmed by the scale and complexity of marketing automation because of the sheer size of their target markets. By cleansing customer and prospect data in real-time, verifying contact information and scoring prospects for quality before the data is stored, Neustar and Marketo deliver a more accurate and robust process for adding value to B2C clients with large prospect databases.

"Neustar's Lead Intelligence Solution integration into Marketo enhances marketers' insights into potential customers so they can better engage prospects with the right message at the right time over the right digital channel," said Sanjay Dholakia, CMO, Marketo.

Today mutual customers of Neustar and Marketo are embracing these solutions. Previously, changing customer contact information could diminish the accuracy of prospect data and result in increased costs and lost revenue. Customers are now able to create relevant conversations with their audiences, which can lead to more profitable interactions.

"Control today is shifting to the customer as marketers are increasingly faced with large volumes of ever changing data with which to evaluate, validate and synchronize. To deliver real time marketing, which is the goal, platform solutions must not only be flexible enough for adjustment in real time, but the customer and prospect data that underlies campaigns must remain constantly fresh and relevant to ensure marketers are reaching and converting the right people," said Randy Giusto, VP and Practice Lead, at Outsell, Inc., a leading research and advisory firm focusing on information, media and technology.

With Neustar's Lead Intelligence solution, marketers can:

- Validate and authenticate lead contact information and quality;

- Locate and append lead data;

- Qualify leads and prospects; and

- Fully automate the lead decision workflow.

Neustar's identity solution empowers marketers with the data-driven insights needed for true one-to-one customer engagement. Neustar links verified offline data, including wireless data, to an identity foundation based

on 220 million adults and 120 million U.S. households. It further augments customer identities with more than 15,000 offline and online predictive attributes and continuously corroborates its identity data with billions of anonymized consumer transactions daily. Neustar does all of this with privacy-by-design at the core, allowing marketers to verify customer data with complete confidence.

To learn more, visit (https://launchpoint.marketo.com/neustar-inc/1704-neustar-lead-intelligence/) or stop by the Neustar booth 203 at the Marketo Marketing Nation ™ Summit 2015, Moscone Center, San Francisco, April 13-15, 2015.

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.

About Marketo

Marketo (NASDAQ: MKTO) provides the leading marketing software and solutions designed to help marketers master the art and science of digital marketing. Through a unique combination of innovation and expertise, Marketo is focused solely on helping marketers keep pace in an ever-changing digital world. Spanning today's digital, social, mobile and offline channels, Marketo's Engagement Marketing Platform powers a set of breakthrough applications to help marketers tackle all aspects of digital marketing from the planning and orchestration of marketing activities to the delivery of personalized interactions that can be optimized in real-time. Marketo's applications are known for their ease-of-use, and are complemented by the Marketing Nation®, a thriving network of 400 third-party solutions through our LaunchPoint® ecosystem and over 50,000 marketers who share and learn from each other to grow their collective marketing expertise. The result for modern marketers is unprecedented agility and superior results. Headquartered in San Mateo, CA with offices in Europe, Australia and Japan, Marketo serves as a strategic marketing partner to more than 3,750 large enterprises and fast-growing small companies across a wide variety of industries. For more information, visit www.marketo.com.