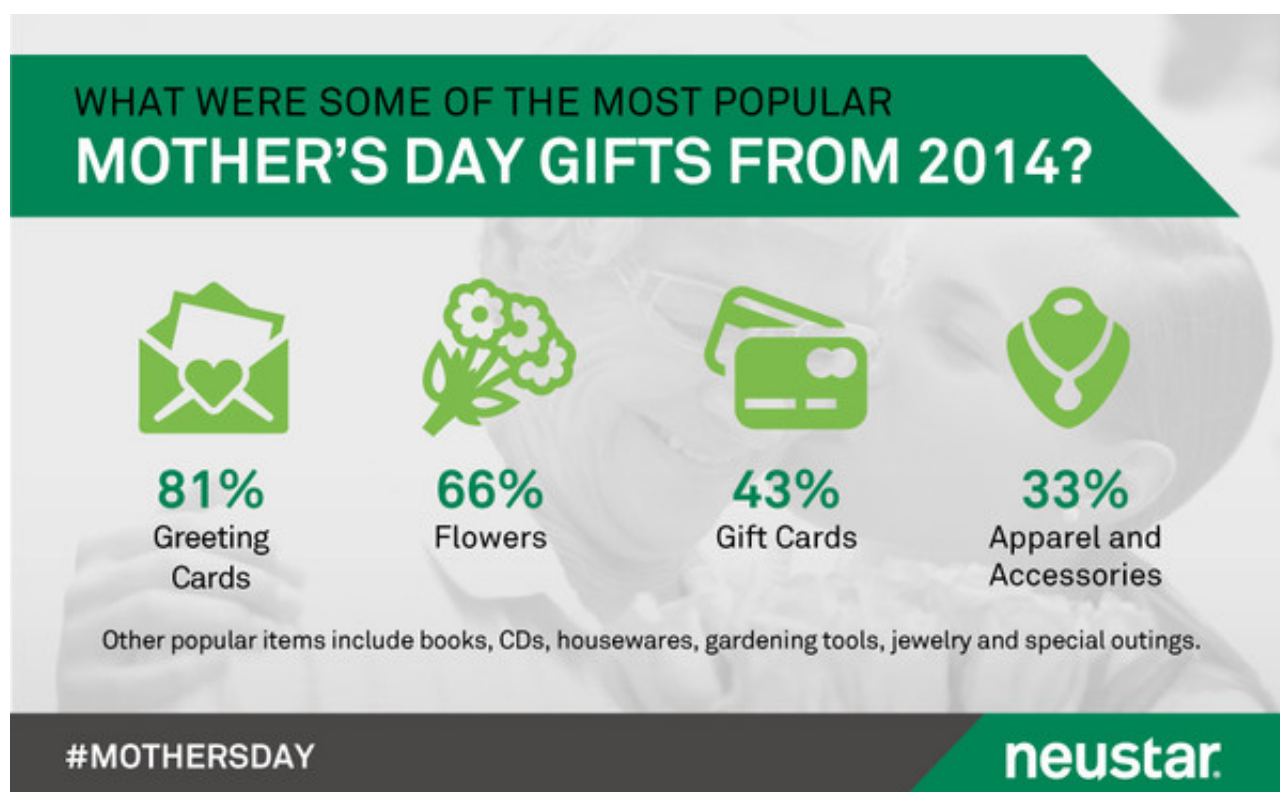


Neustar Uncovers Consumer Insights For Mother's Day Gift Ideas

May 6, 2015

Consumer Insights Can Help Marketers Think Outside the Gift Box for Mother's Day

STERLING, Va. – [Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services and analytics, today published potential gift ideas for mothers on Mother's Day. Neustar's PlatformOne™, an integrated marketing solution gives marketers the most accurate and complete data for consumer engagement. With Mother's Day fast approaching, brands can personalize their gift offerings based on accurate consumer preferences.



According to a [report from the National Retail Federation \(NRF\)](#), the most popular Mother's Day gifts are greeting cards, flowers, gift cards, apparel and accessories, CDs, gardening tools and special outings. Neustar's integrated marketing solution maintains authoritative customer identities and continuously corroborates its identity data to ensure that the data keeps up with consumer trends, and provides the freshest audience information. By employing Neustar's PlatformOne™ solution, Neustar found that 67 percent of households with mothers are likely to dine out, 42 percent are likely to garden, and 37 percent are likely to listen to e-books. Additional non-intuitive

insights about households with mothers revealed that 33 percent are likely to gamble in a casino, and 16 percent are likely to read National Geographic Magazine, and 26 percent are likely to listen to country music.

Neustar's PlatformOne™ delivers marketers with a single, accurate and real-time portrait of their customers and prospects. With Mother's Day right around the corner, marketers and consumers alike can delight mothers with exactly what they have always wanted.

View the full [Mother's Day gift infographic](#) and learn more about Neustar's [PlatformOne™](#) marketing solution.

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.