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# Neustar Takes Precision Marketing to New Level with its Next Generation of PlatformOne™

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*Redesigned Integrated Marketing Platform will Manage and Connect Consumer Experiences Across Channels and Devices*

**STERLING, Va.** – Neustar, Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, today announced the release of a new version of its integrated marketing solution—[PlatformOne™](#). This next generation of PlatformOne™ includes market-leading features and enhancements wrapped into a more streamlined and tightly integrated user interface.

PlatformOne™ is the industry's only fully-integrated platform using authoritative omnichannel identity, which enables marketers to onboard, segment, discover, syndicate, and measure cross-channel campaigns in order to maximize the effectiveness of their marketing investment. New or improved capabilities include a new audience planner tool; enhanced cross-device identity; revamped onboarding and syndication dashboards; enriched reach and overlap analytics; global support; and newly launched data and activation partners.

“Our customers rely on Neustar for accurate and relevant insights,” said Michael Schoen, Vice President of Marketing Services, Neustar. “Our redesign allows customers to focus on uncovering these powerful data insights faster and with more precision than ever before,” he added.

The redesign of PlatformOne™ showcases an integrated marketing hub with enhanced market analytics and audience planning features. Marketers can now create target audiences from both first- and third-party data, and customize them by implementing sophisticated Boolean rules to balance both scale and precision requirements.

The new audience planner contains optimized syndication workflows, which allow the activation of any custom audience within hours. The optimized syndication workflows, coupled with Neustar's ubiquitous and continuously expanding ecosystem of global media partners, create an optimal landscape for marketers to reach their customers and prospects at the right time, and in the right channel.

The new version of PlatformOne™ is built on Neustar's leading-edge cross-device identity layer, which uses Neustar's authoritative identity to establish more accurate linkages between consumers and their devices. This

enables marketers to create richer and more accurate consumer profiles for enhanced personalization and more efficient media investments.

For additional information about Neustar's PlatformOne™ solution, visit <https://www.neustar.biz/marketing> and <https://www.neustar.biz/blog/neustar-takes-precision-marketing-to-the-next-level>.

### **About Neustar**

Neustar, Inc. (NYSE:NSR) is the first real-time provider of cloud-based information services, 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>.