
Neustar Partners with Kantar Shopcom to Deliver Integrated View of Media Effectiveness

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Partnership bridges digital media exposure to offline and online consumer purchasing behavior

[Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, today announced that it will partner with [Kantar Shopcom](#), a data integration, analytics, and insights firm, to deliver unbiased, digital media campaign insights to advertisers across various industry verticals. The partnership will allow marketers to accurately measure the impact of online marketing tactics on purchases with Neustar's integrated marketing solution – [PlatformOne™](#).

With the continued surge in digital advertising, marketers are placing heavy bets on where consumer eyeballs will travel to next. Yet, a vast majority of consumers still prefer to make their purchases in a store or on the phone. According to the U.S. Department of Commerce, e-commerce sales accounted for only 6.7 percent of all retail sales during the fourth quarter of 2014. Although online sales account for a much smaller portion of overall retail sales, digital marketing budgets are increasing at breakneck speed. Now more than ever, advertisers require a clear-cut and accurate way to measure the effectiveness of their digital marketing activities on both offline and online purchases.

“Delivering omnichannel experiences, while at the same time maximizing business results, remains a key challenge for brands today,” stated Michael Schoen, Vice President of Marketing Services, Neustar. “Marketers are demanding tools which will allow them to clearly demonstrate the impact of their digital spend, both online and offline. Measuring advertising effectiveness in an omnichannel world is the cornerstone for better cross-channel campaigns that drive engagement and sales,” he adds.

Kantar Shopcom's analytics solutions complement Neustar's media measurement offerings, which are available through [PlatformOne™](#). PlatformOne™ customers now have access to Kantar Shopcom's customer-level purchase database including CPG, Retail and Retailer Class of Trade purchase behavior data for 300 million U.S. consumers. This additional layer of intelligence can help marketers make informed decisions about their media spend and assemble a more holistic view of their consumer audiences.

“We are delighted to join forces with Neustar in the delivery of digital media campaign insights,” stated Katie

Casavant, CEO of Kantar Shopcom. “The dramatic increase in digital marketing budgets means advertisers require more accurate, more timely, and more actionable insight into the effectiveness of their digital advertising investment.”

“The march is on for marketers to not only measure the effectiveness of their online campaigns, but determine the uplift created in offline purchases. Online shopping gets a lot of the spotlight today, though an overwhelming majority of purchases happen offline. By observing campaign dynamics and every point where a person interacts with the brand, and how it relates to actual customer level purchase data at the end, marketers can truly determine the omnichannel impact on both online and offline purchase behavior and the entire customer path along the way,” said Randy Giusto, VP and Lead Analyst for marketing and media at Outsell, Inc., a leading research and advisory firm focusing on media, information, and technology.

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>.