# Neustar Named a Leader in Data Management Platforms by Independent Research Firm

Nov 10, 2015

*Neustar's PlatformOne Receives Highest Score Possible for Global Presence and User Identification*

Neustar (NYSE:NSR), a trusted, neutral provider of real-time information services, today announced that its integrated marketing solution, PlatformOne, has been named a leader in "The Forrester Wave™: Data Management Platforms, Q4 2015" report by Forrester Research, Inc. Neustar was named a leader and was cited for its goal to bridge online and offline activity to identify and understand customers' behavior and measure the efficiencies of cross-channel campaigns.

"Neustar is pleased to be recognized as a leader in the latest Forrester Wave for DMPs," said Brian Foster, Senior Vice President of Information Services at Neustar. "Our comprehensive marketing hub helps marketers make informed decisions by connecting the dots across all marketing channels, digital and offline. Today, Neustar is uniquely positioned to strengthen data-driven marketing programs by providing the tools necessary to make informed decisions."

Specifically, Neustar is cited as being long a leader in customer data on-boarding and for aiming to close the gap between online and offline marketing activities. Additionally, PlatformOne demonstrates particular strength with its data classification capabilities, including identity resolution, device identification, and segmentation and syndication. PlatformOne also offers a comprehensive set of data analysis tools, including predictive analytics, customer journey analysis, and inventory discovery and forecasting.

PlatformOne™ is powered by Neustar's authoritative identity, and helps marketers connect the dots between offline and online interactions to deliver the right message at the right time while optimizing media spend across the customer journey. Neustar is uniquely positioned to help marketers develop a single, comprehensive view of the customer to target more consistently and accurately, measure for success and ultimately increase sales.

A complimentary copy of "The Forrester Wave™: Data Management Platforms, Q4 2015" report is available here.

**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.