
Neustar and Tomorrow Networks Announce Strategic Partnership to Engage with Healthcare Audiences on Mobile

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Partnership enables healthcare and lifestyle marketers to precision-deliver campaigns at scale using advanced data and geo-targeting approach

[Neustar, Inc.](#) (NYSE: NSR), a trusted, neutral provider of real-time information services, today announced a strategic partnership with [Tomorrow Networks](#) (a division of [Aptus Health](#)), a leading provider of data-driven mobile solutions focused exclusively on the needs of healthcare and lifestyle marketers. The partnership fuses Neustar's authoritative identity with Tomorrow Networks' advanced geo-targeting capabilities to help marketers deliver strategic mobile marketing campaigns at scale and with laser-focused granularity.

Reaching a healthcare audience has traditionally been limited to a publisher-specific model: one in which the consumer is compelled to search for healthcare information housed on topic-specific content hubs. With this partnership, Neustar combines its [AdAdvisor® Audiences](#) profiles with Tomorrow Networks' geo-targeting segmentation capabilities to deliver personalized consumer interactions at the right time with hyper-local precision. The data drives precisely targeted and relevant campaigns that are executed across Tomorrow Networks' mobile audience segments—delivering a highly personalized experience that leads to superior results.

“Neustar's leadership in authoritative identity – a single, accurate view of consumers across multiple touchpoints – helps data-driven marketers deliver greater value and ROI,” said Brian Foster, SVP of Information Services, Neustar. “By partnering with Tomorrow Networks, we are creating and delivering digital experiences that are more relevant for healthcare consumers than ever before.”

Tomorrow Networks' ConditionLocator™ data management platform provides customers with the ability to build a scalable marketing strategy based on rigorous data analysis; execute a mobile campaign leveraging geo-targeting technology; and analyze the results based on point of sale ROI metrics. Neustar [PlatformOne™](#), an integrated marketing solution, offers Tomorrow Networks an additional layer of intelligence to help marketers make informed decisions about their media spend and assemble a more holistic view of their consumer health audiences on mobile platforms.

“We are excited to bring Neustar's expertise in consumer and attitudinal data into Tomorrow Networks’

ConditionLocator™ data management platform,” said Peter Nilsson, CTO of Tomorrow Networks. “This partnership builds on our deep experience using data and insights to better understand consumer health engagement in real-world scenarios. The behavioral level data of Neustar, combined with the hyper-local geo-targeting capabilities of the Tomorrow Networks platform, helps us further refine our ability to deliver the right messaging to our audience at a time that's most contextually relevant to them.”

About Neustar, Inc.

Neustar, Inc. (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 www.neustar.biz.

About Tomorrow Networks, LLC

Owned by Reading, MA-based Aptus Health, Tomorrow Networks is the leading provider of data-driven mobile solutions for healthcare marketers. The Tomorrow Networks ConditionLocator™ data management platform provides an end-to-end solution, from data analysis, to campaign execution and ROI measurement. Tomorrow Networks reaches healthcare professionals and consumers via geo-targeted and data-driven advertising campaigns. Tomorrow Networks is based in New York City.

About Aptus Health

Aptus Health is dedicated to advancing health engagement. The company offers end-to-end digital health engagement solutions spanning all areas of planning and execution—strategy, integrated solution design, multi-channel campaigns, health communities, and actionable analytics. Its capabilities and unique approach help life-science companies, employers, payers, and providers achieve their business and marketing goals, increase share of mind, and empower better decision-making among target audiences—supporting better outcomes.

Aptus Health serves a global market, with worldwide headquarters based in Reading, Massachusetts and European headquarters in Paris, France. More information can be found at www.AptusHealth.com.