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## Deutsche Telekom chooses MarketShare, a Neustar Solution, to provide digital audience analytics

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*Leading telecom will optimise campaigns for maximum ROI*

MarketShare, a Neustar Solution, a global leader in advanced marketing analytics software, today announced that it has been selected by leading telecoms operator, [Deutsche Telekom](#), to effectively monitor and optimise for consumer decision points across a plethora of cross-channel customer journeys. Using MarketShare's holistic attribution solution, DecisionCloud [Action](#), Deutsche Telekom will be able to see the true value of each customer interaction and optimise its campaigns accordingly.

Deutsche Telekom took the step to engage MarketShare's service due to a need to understand which digital activities were engaging customers and how they are affecting its revenue. Following an extensive pilot programme where Deutsche Telekom incorporated Action into its marketing campaign planning, and a strong existing relationship between the two companies in the USA, through the T-Mobile brand, it made the decision to extend this long standing partnership to Europe.

Initially, Deutsche Telekom will use MarketShare's Action solution. The tools available enable marketers to get a complete picture of their customers through both on and offline analytics engines. This will then enable the marketing team at Deutsche Telekom to develop a full spectrum analysis of its customer base in order to deliver more effective campaigns that offer improved return on investment.

Commenting on the announcement, Christoph Schallenberg, vice president internet sales & service consumer, Telekom Deutschland, said: "Understanding customers and prospects is vital to delivering successful marketing campaigns and we needed a service that could offer this type of insight. Through our existing relationship with MarketShare in the USA, we knew that employing its market leading solutions would give us the tools we needed to do this, making it the obvious choice."

"Marketers are eager to find ways of reaching the right new and existing customers in order to increase revenue in a digital landscape where they are constantly bombarded with information," said Lucien van der Hoeven,

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general manager EMEA at MarketShare DecisionCloud, a Neustar Solution. “By being able to understand a customer’s journey as they do, Deutsche Telekom will now be able to target the right audience online, decrease wasted marketing spend and increase its revenue and profit.”

### **About Deutsche Telekom**

Deutsche Telekom is one of the world's leading integrated telecommunications companies, with some 156 million mobile customers, 29 million fixed-network lines, and more than 18 million broadband lines.

We provide fixed-network/broadband, mobile communications, Internet, and IPTV products and services for consumers, and information and communication technology (ICT) solutions for business and corporate customers.

Deutsche Telekom is present in more than 50 countries. With a staff of some 225,200 employees throughout the world, we generated revenue of 69.2 billion Euros in the 2015 financial year, about 64 percent of it outside Germany.\* (All figures taken from the 2015 Annual Report)

### **About MarketShare, A Neustar Solution**

MarketShare, A Neustar Solution, helps marketers grow revenue. Combining advanced analytics technology, scientific leadership and deep domain expertise, MarketShare enables large companies to measure, predict and dramatically improve Marketing's impact on revenue—typically generating a 20%-30% improvement in marketing effectiveness and 3%-4% revenue increase, yielding a 3x-50x first-year ROI. Widely considered the market leader, MarketShare helps direct tens of billions of marketing investment dollars globally. To learn more visit [MarketShare.com](http://MarketShare.com).

### **About Neustar, Inc.**

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 [www.Neustar.biz](http://www.Neustar.biz).

German Version of the Press Release can be Accessed Here: [Deutsche Telekom entscheidet sich für MarketShare im Bereich Digital Attribution](#).