

---

# Neustar Expands Omnichannel Marketing Capability to Connected TV Through Partnership with Tremor Video

Apr 12, 2016

## ***Precision Targeting on Connected TV Inventory Builds on Personalized Marketing at Scale***

[Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, today announced the expansion of its long-standing partnership with [Tremor Video](#), the premium video marketplace elevating brand advertising effectiveness across all screens, to include precision targeting across desktop, mobile, and now, connected TV inventory.

Neustar's leadership in omnichannel marketing offers Tremor Video clients an additional unprecedented opportunity to reach consumers across multiple screens with the right message, at the right time. Neustar's deep-rooted experience in authoritative identity gives marketers the ability to humanize the consumer journey by engaging with real people as they move across devices. Connected TV offers a unique opportunity for marketers because it hits the sweet spot between traditional linear experiences on the big screen, in the living room that marketers love, and the on-demand choice that consumers love and only digital video provides.

"CMOs can't ignore the figures and the steep rise in adoption of connected TVs," said Michael Schoen, vice president of Marketing Services, Neustar. "Advances in targeting beyond demographics give advertisers a golden ticket in delivering a consistent omnichannel advertising experience to consumers. At this juncture in our partnership with Tremor Video advertisers are seeing real value in our authoritative audience data especially as digital video is rising rapidly and becoming part of the living room," he added.

The robust partnership between Neustar and Tremor Video signals the increased demand by advertisers for a reliable approach to delivering precision targeting on connected TV inventory. Neustar AdAdvisor® Audiences provide marketers with the most trusted offline data sources for cross-platform targeting. These audiences are fueled by Neustar's authoritative identity – reliable, accurate, and continuously updated consumer segmentation information – which supplies advertisers with the necessary data-driven insights needed to deliver personalized marketing with consistency.

"We're excited to serve as Neustar's partner on this initiative and be the first to offer this advanced connected TV targeting to our buyers," said Katie Evans, senior vice president, Operations and Sales Strategy at Tremor

---

Video. “Viewership on these devices continues to grow, with our own research showing that consumption often occurs during coveted primetime hours. There’s so much potential to reach consumers with powerful brand messages on CTV, and we look forward to helping marketers see the value in this screen.”

As the video advertising landscape continues to evolve at breakneck speed, advertisers are forced to evaluate the efficacy of their current customer engagement strategies. Roughly one-third of Americans own connected TVs, and one-third of connected TV owners stream video to their TV daily, according to IAB research. In a nutshell, connected TVs are set to dramatically reshape the television viewing experience. With the uptick in digital video consumption, the potential for enhanced ad targeting is significant. Advertisers can serve better ads by using more accurate demographic data than was possible with traditional linear TV, in combination with aggregated and predictive behavioral and viewing habit data gleaned from set top boxes. With the consumer digital footprint being in constant flux, AdAdvisor® Audiences, part of [PlatformOne™](#), empowers advertisers with data-driven insights needed for true one-to-one customer engagement.

### **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>.

### **About Tremor Video**

Tremor Video (NYSE: TRMR) provides software for video advertising effectiveness. Our buyer and seller platforms enable seamless transactions in a premium video marketplace by offering control and transparency to clients. We employ patented all-screen technology to make every advertising moment more relevant for consumers, and deliver maximum results for buyers and sellers.