
Standard Life chooses Neustar MarketShare for Attribution Analytics and Marketing Planning

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Leading UK-based savings and investment company maximizes analysis of market spend and marketing impact

London, 26 May, 2016 – Neustar, Inc. (NYSE: NSR) a trusted, neutral provider of real-time information services, today announced that Standard Life has selected Neustar MarketShare to help fully understand the effectiveness of its marketing spend across online and offline activities, measured over both short and long-term periods. As the global leader in advanced marketing analytics software with the industry's only holistic planning and attribution solution, Neustar MarketShare will enable Standard Life to evaluate and understand the true value of its marketing spend.

Standard Life was looking for a partner that could not only deliver quality attribution modelling, but also help it embrace predictive analytics for its planning decisions. Based on the success of a pilot program, Standard Life chose Neustar MarketShare for its market-leading analytics suite. The ability to do total budget planning and allocation, on top of campaign-level attribution and course-correction, is unique to the MarketShare solution.

Howard Barber, head of CRM and analytics at Standard Life, said: "We are committed to being a data-driven organization, and chose the MarketShare solution because we believe it is the best in the market. The MarketShare DecisionCloud and the Neustar team have enabled us to incorporate analytics into our marketing planning in a holistic way and helped us to manage spend more effectively to know how the mix of marketing activities is contributing to the effectiveness of our campaigns. Partnering with Neustar enables us to move to a lead-based organisation and make the brand more visible to customers."

Standard Life decided to use MarketShare's unique omnichannel solution, MarketShare DecisionCloud, to get a complete picture of its marketing investments across online and offline attributions and enable it to understand the value of and plan for the placement of every pound spent in its campaigns.

Ian Robin, head of client services EMEA at Neustar, said: "Marketers are looking for ways to make themselves heard above the competition in the online and offline landscapes. By incorporating attribution models and predictive analytics for planning through our MarketShare DecisionCloud, Standard Life will be able to see how much value each pound it spends delivers back to the company and use that to make effective marketing

decisions.”

About Standard Life

Standard Life is an investment company with over 190 years’ experience of helping people invest and manage their money.

Today, Standard Life employs around 6,500 people internationally – through businesses in the UK, Europe, North America, Asia and Australia.

Around 4.5 million customers and clients across 46 countries trust us with their financial future – and we are responsible for the administration of over £300 billion of their assets. We also support over 25 million customers through our Indian and Chinese associate and joint venture businesses. Standard Life Investments actively manages over £253 billion worldwide, offering global asset management expertise with strong investment capabilities and performance.

Standard Life plc is listed on the London Stock Exchange with around 1.2 million individual shareholders. We’re one of the top 500 companies worldwide, by revenue, as listed in the 2015 Fortune Global 500.

Wherever we operate in the world, we are motivated by a sense of responsibility. It’s what helps us to be a sustainable business. We’re proud to be listed as a leader for corporate sustainability in our industry in the Dow Jones Sustainability Indices (DJSI World and DJSI Europe).

All figures at 31 December 2015.

About Neustar, Inc.

Every day, the world generates roughly 2.5 quadrillion bits of data. Neustar (NYSE: NSR) isolates certain elements and analyzes, simplifies and edits them to make precise and valuable decisions that drive results. As one of the few companies capable of knowing with certainty who is on the other end of every interaction, we’re trusted by the world’s great brands to make critical decisions some 20 billion times a day. We help marketers send timely and relevant messages to the right people. Because we can authoritatively tell a client exactly who is calling or connecting with them, we make critical realtime responses possible. And the same comprehensive information that enables our clients to direct and manage orders also stops attackers. We know when someone isn’t who they claim to be, which helps stop fraud and denial of service before they’re a problem. Because we’re also an experienced manager of some of the world’s most complex databases, we help clients control their

online identity, registering and protecting their domain name, and routing traffic to the correct network address. By linking the most essential information with the people who depend on it, we provide more than 12,000 clients worldwide with decisions—not just data. More information is available at <https://www.neustar.biz>