
Neustar and Simulmedia Join Forces To Offer A Complete End-to-End Linear TV Activation and Measurement Solution

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Partnership will combine the reach and power of television with the precision targeting and measurement of digital media

[Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, and [Simulmedia](#), the leader in driving business outcomes for advertisers through the power and scale of linear TV, today announced a partnership that will offer a complete end-to-end linear TV activation and measurement solution. By combining [Neustar Data Onboarding](#) and [Neustar MarketShare Analytics](#) solutions with Simulmedia's audience-targeted national TV campaigns, marketers can now enable closed-loop targeting on linear TV with massive scale, and unprecedented audience matching precision.

Neustar is unique in being able to use authoritative identity to perform the most accurate and trusted matching of data between partners and customers. As a leader in internet infrastructure and registry services, Neustar manages and maps complex, real-time mission-critical databases, including top-level domains (e.g. .CO, .BIZ, .US), telephone numbers (caller ID), IP addresses (DNS) and devices (Internet of Things) registries. Building upon this expertise, Neustar has developed an authoritative identity platform responsible for collecting, corroborating and validating consumer, and business identity for marketing purposes. Based on privacy-by-design principles, Neustar's methodology uses data science to connect verified offline data, including wireless data to Neustar's authoritative identity platform based on 220 million adults and 120 million households in the US. Furthermore, Neustar continuously ensures accurate identity by corroborating billions of daily transactions and constantly augments, and associates its authoritative identity with more than 15,000 offline and online predictive attributes from third-party data sources across various industries.

"No one is as trusted as Neustar when it comes to understanding connected identity," said Michael Zimbalist, chief marketing officer, Simulmedia. "By enabling a trusted, neutral match through this partnership we can have the best possible audience targeting on linear TV. Furthermore, with Neustar MarketShare, which is the industry gold standard for media-mix modeling and multi-touch attribution, we can begin to de-average the total TV spend and isolate the direct contribution of Simulmedia's audience targeting to prove its impact on business outcomes for our clients. This is what data-driven marketing is all about," he added.

Simulmedia is unique in its ability to plan and activate data-driven TV campaigns for national advertisers designed to reach the most profitable audience segments quickly and efficiently. Powered by its VAMOS platform (**V**ideo **A**dvertising **M**arketing **O**perating **S**ystem), Simulmedia's TV campaigns can build custom audiences at scale, using first-party CRM files or DMP segments. Simulmedia drives superior reach and business results for marketers because of its singular focus on targeting audiences rather than specific programs or networks. VAMOS is the first massively scaled, people-based targeting and measurement platform for linear TV, blending viewing behavior with actual purchase data, thus making possible the direct attribution of sales to TV ad exposure. By proving outcomes from TV campaigns and optimizing on those results for future schedules, VAMOS knows where consumers are on TV and learns how to continue to find them efficiently.

"We all know how important TV is in the media mix, but marketers are still struggling to find the best way to combine the targeting and measurement of digital media with the scale and reach of TV," said Jon Vein, senior vice president of strategy, Neustar. "By joining forces with Simulmedia, the company that blazed the trail on bringing together the reach of TV with the performance of digital, advertisers and their agencies now have the power to see the true business impact of TV campaigns," he added.

Through Neustar Data Onboarding, marketers can use their own valuable data with Simulmedia's national television audience network.

After Simulmedia runs a national TV campaign, it can provide Neustar's award-winning MarketShare DecisionCloud analytics solutions with the ad delivery and conversion data to verify the true business impact of linear TV that marketers want. The ability to do total budget planning and allocation, long-term brand equity contribution, on top of campaign-level attribution and course-correction, is unique to the Neustar MarketShare solution. Simulmedia TV campaign data will integrate into [MarketShare's Strategy](#) application, which optimizes marketing planning and allocation decisions across all forms of marketing and sales channels, offline, online and mobile.

Simulmedia TV campaign data will also integrate into [MarketShare's Action](#) application, which delivers cross-channel attribution "in the cloud" and at scale so brands can see the real value of each interaction or "touchpoint" with customers during their purchase journey.

Through the Neustar and Simulmedia partnership, MarketShare will be the first analytics solution to truly have the most holistic top-down planning and allocation capabilities combined with a massive amount of bottom-up data

matching transactions to TV impressions, resulting in predictive attribution and agile on-the-fly optimization.

About Neustar

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 linking together every interaction and sales transactions, 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 who is calling or connecting with them, we make critical real-time 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>

About Simulmedia

Simulmedia, Inc. (www.simulmedia.com) is a New York based marketing technology company founded in 2008. Through its market-leading VAMOS platform, Simulmedia is the only company that can provide advertisers the reach and resonance of linear television combined with the targeting and performance of digital media. Using VAMOS's intelligent audience optimization engine, Simulmedia plans and activates TV campaigns to reach the most profitable audience segments, including those built upon an advertiser's CRM file, or DMP. VAMOS is powered by a single source massively scaled data-set that blends viewing behavior with actual purchase data, thus making possible the direct attribution of sales to TV ad exposure. Unique to Simulmedia, this capability can be extended to other business outcomes such as app downloads, website visits, or TV tune-in.