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## Experian and Neustar partner to offer best-in-class Omnichannel Onboarding with omnichannel activation

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*Two formidable marketing leaders join forces to offer advanced data onboarding to enhance addressable coverage and activation across mobile, display, email and TV*

Experian Marketing Services, a recognized leader in data-driven marketing, and [Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, today unveiled a new partnership that gives marketers advanced data onboarding solutions that can be used to enhance addressable coverage and expanded activation options across direct match partners in addressable media channels, including mobile, display, email and TV.

Using Neustar's Omnichannel Onboarding, an industry-leading data onboarding solution, advertisers and marketers have the ability to move beyond simple onboarding of Customer Relationship Management (CRM) audiences to also onboard audience segments derived from transactions, such as point-of-sale data, credit card purchases and more. Neustar's Omnichannel Onboarding is verified with its authoritative identity platform, which is responsible for collecting, corroborating, and validating consumer and business identities for marketing purposes.

Neustar's Omnichannel Onboarding now will benefit from integrating with Experian Marketing Services' new digital data cooperative, as well as Experian's data quality, matching logic and partnerships across the world's largest media companies.

"Marketers know that they need to be data-driven. They also know that it's time to move beyond simple CRM customer file matching. They want to use more meaningful data, like customer transactions. They want to use all the tools in their toolbox — especially omnichannel tools," said Ted Prince, senior vice president, corporate development, Neustar. "Together with Experian Marketing Services, we are offering an end-to-end omnichannel solution from onboarding to activation that will give advertisers the best ability to utilize their data to deliver the best connected customer experiences to real audiences across multiple channels and devices. We're excited to see what clients can do with the power of our partnership."

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“Marketers will be able to have the best-in-class solution, powered by a combination of Neustar and Experian, to target and deliver audience data wherever they need to without any data loss, extra cost, and wasted time that comes from a disjointed, multi-partner approach,” said Kevin Dean, president and general manager of targeting at Experian Marketing Services. “There are numerous consumer and business benefits to the responsible collection and usage of data in a privacy-compliant manner, and advertisers now will have an onboarding alternative that can increase audience scale and reach.”

The partnership between Experian and Neustar will help marketers address three critical data needs: quality, scale and omnichannel activation.

**Omnichannel data assets, accuracy and match rate:** Data onboarding engagements are powered by Neustar’s Omnichannel Onboarding and matched with its authoritative identity platform and Experian’s ConsumerView<sup>SM</sup> database. With more than 60 years of combined experience sourcing and compiling data, Neustar and Experian are perfectly positioned to help brands avoid the consequences of poor data quality.

**Omnichannel scale:** Both companies will utilize the many strategic partnerships they have with direct publishers, monetization platforms and email partners. They will also utilize Experian’s digital data exchange cooperative, which will allow clients to maximize customer reach across digital touch-points while ensuring the highest level of privacy and transparency. The new service will be a two-pronged approach to building their addressable cookie and mobile identity pool by pursuing both paid relationships and proprietary co-op data.

**Omnichannel activation:** The partnership will give marketers the holistic solution to seamlessly activate their best first-, second- or third-party data across multiple channels and devices.

Additionally, the partnership enables marketers to leverage joint capabilities from marketing platforms from either Experian or Neustar to achieve more accurate targeting, less media dollar waste and a better consumer experience.

The Experian Marketing Suite is a cloud-based marketing platform that brings together Experian’s customer recognition and linkage technology, consumer database, analytics and interactions-management technology. Experian<sup>®</sup> recently received industry recognition [by a leading ratings firm](#) for high performance in both cross-channel campaign management and enterprise marketing software suites.

[Neustar PlatformOne](#)<sup>TM</sup> is an integrated marketing platform that enables advertisers to deliver precision marketing

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across various marketing activities. Powered by Neustar's authoritative identity, PlatformOne provides a single, unbiased and accurate view of customers and prospects to improve conversion rates, optimize spend and ultimately increase sales.

### **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 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>.

### **About Experian Marketing Services**

Experian Marketing Services is a leader in data-driven marketing and cloud-based marketing technology. Experian is the only company in the world to offer a comprehensive Marketing Suite that unites customer insights, analytics, data quality and cross-channel marketing technology into a single platform. Backed by the industry's highest-rated client services team and the world's largest consumer database, we provide more than 10,000 brands in more than 30 countries with unique competitive advantages through marketing services and technology. Our extended legacy in data security, management and consumer privacy has earned the trust of organizations and consumers from around the world for more than three decades. For more information, please visit <http://www.experian.com>.

### **About Experian**

We are the leading global information services company, providing data and analytical tools to our clients around the world. We help businesses to manage credit risk, prevent fraud, target marketing offers and automate decision making. We also help people to check their credit report and credit score and protect against identity theft. In 2015, we were named one of the “World’s Most Innovative Companies” by *Forbes* magazine.

We employ approximately 17,000 people in 37 countries and our corporate headquarters are in Dublin, Ireland, with operational headquarters in Nottingham, UK; California, US; and São Paulo, Brazil.

Experian plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. Total revenue for the year ended March 31, 2016, was US\$4.6 billion.

To find out more about our company, please visit <http://www.experianplc.com> or watch our documentary, “[Inside Experian](#).”

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