
Audi UK chooses MarketShare, a Neustar Solution, for Advanced Planning and Attribution Analytics

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Leading automobile manufacturer optimizes campaigns and maximizes ROI using marketing analytics from MarketShare

MarketShare, a Neustar Solution and global leader in advanced marketing analytics software, today announced it has been selected by [Audi UK](#) to better understand its customers' journeys and optimise its marketing spend. Using the industry's only holistic planning and attribution solution, MarketShare [DecisionCloud](#), Audi will be able to fully understand the true value of each marketing activity as well as customer interaction, and predict the effectiveness of future marketing investments.

Like many marketers eager to make more data-driven decisions, Audi wanted to focus on improving returns of its marketing and promotional activities through next-generation planning and attribution analytics. Following a competitive procurement process, Audi chose MarketShare for its best of breed technology, service and ability to scale.

"We chose MarketShare for its excellent reputation in the industry and we have seen a positive culture change in the company since we established our partnership. Now more than ever, it is important to see marketing as a profit generator – not a cost – on the income statement and MarketShare has helped us to highlight this," said Nick Ratcliffe, Head of Marketing, Audi UK. "We rely heavily on agency partnerships and MarketShare has been very cooperative with all of our partners, who have improved their campaigns thanks to this integration."

Audi has decided to use MarketShare's unique omnichannel approach, utilising its holistic attribution expertise to first thoroughly analyse the customer journey. Audi has also deployed MarketShare DecisionCloud to access these updated models in real-time where effectiveness will be measured through predictive analysis and evaluation on improvements to ROI.

Commenting on the announcement, Lucien van der Hoeven, general manager EMEA at Neustar said: "Marketers need to find ways to make their brands heard above the noise in both the online and offline landscapes in order to drive revenue growth. By tapping our predictive models that cover both planning and campaign-level attribution, Audi UK will be creating a sustainable competitive advantage to better understand the journey its customers take,

make more effective marketing decisions and ultimately connect marketing to revenue.”

Audi and MarketShare will be co-presenting at the [I-COM Global Summit](#), April 18-21 in Seville, Spain, where they will be discussing the change in culture within organisations to see marketing as a tool to drive profit generation through the use of data.

About Audi UK

In 2015 Audi achieved best ever worldwide sales of 1,803,250 cars, a 3.6 per cent improvement over 2014. Sales in the UK increased by five per cent year-on-year to 166,709 cars. To maintain this strong performance the brand has embarked upon an investment programme that will channel a total of €24 billion into new model development and innovative technologies by 2019. Audi lives up to its corporate responsibility and has strategically established the principle of sustainability for its products and processes. The long-term goal is CO2-neutral mobility. This philosophy also applies to the brand’s sports car racing activities, in which Audi made history in 2012 by winning the Le Mans 24-hour race using pioneering hybrid diesel technology in the R18 e-tron quattro. It went on to repeat the performance in the 2013 and 2014 races, taking the total number of Audi victories there to 13.

About MarketShare, A Neustar Solution

MarketShare helps marketers grow revenue through predictive analytics and innovative software. 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 global analytics leader, MarketShare helps direct tens of billions of marketing investment dollars globally. MarketShare is now part of Neustar (NYSE:NSR), the first real-time provider of cloud-based information services, enabling marketing and IT security professionals to promote and protect their businesses. To learn more, visit www.MarketShare.com or www.Neustar.biz.

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