
Neustar Named a Leader in Marketing Measurement and Optimization Solutions by Independent Research Firm

Oct 12, 2016

Neustar MarketShare Secures Highest Score in Current Offering Category

[Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, today announced that its advanced marketing analytics solution, Neustar MarketShare, has been named a leader in “[The Forrester Wave™: Marketing Measurement And Optimization Solutions, Q4, 2016](#)” report by Forrester Research, Inc. Neustar MarketShare obtained the highest score among all vendors in the current offering category and secured among the highest ratings for its overall value.

The report recognizes Neustar MarketShare for having “among the highest satisfaction ratings for its overall value” and states that Neustar MarketShare is “a good choice for marketers looking for a powerful analytics platform.” Neustar MarketShare was also ranked among the highest in the market presence category, which evaluates vendors on their ability to service global companies and brands, their industry presence, their overall revenue and their global office locations. In addition, Neustar MarketShare received the highest score possible in several criteria that it believes differentiate measurement and analytics vendors: execution road map, marketing analytics use cases, and revenue.

“We are honored and proud to be recognized as a leader in Forrester’s prestigious Wave research report. It’s more important than ever for marketers to understand how to invest their dollars and drive business results. As a leader in marketing measurement and optimization, we are committed to helping our clients make the best decisions using the most advanced analytics to drive ROI,” said Iván Markman, General Manager, Marketing Services, Neustar. “Marketers don’t have time or money to waste, and understanding how to deliver a connected customer experience is only getting more complex. As a global information services provider, we’re uniquely positioned to use our authoritative OneID system, which accurately connects people, places and things, and ensures we’re delivering the best measurement and analytics for today’s marketers.”

In a connected world, marketers must not only understand how best to engage customers in the digital and physical worlds, but also know how best to invest their marketing dollars. Brands that employ a data-driven approach using advanced analytics can unlock significant value from their marketing budgets to drive greater returns on investment and business results. By focusing on making the right decisions that impact business

outcomes, CMOs can better align with their CFO counterparts to drive growth. As a leader in Connection Science, Neustar is able to connect people, places and things to give marketers the context and data-driven insights they need to create connected customer experiences that transcend platforms, channels and devices.

Neustar MarketShare's unified measurement and analytics offering is powered by Neustar's OneID system, which provides real-time authoritative identity. Neustar MarketShare recognizes that global brands need a holistic, unified approach to allocating their budgets and future-looking models, which take into consideration past campaign performance. The Neustar MarketShare integrated measurement and analytics solution combines both the offline marketing tactics and the non-media drivers (e.g. weather patterns, economic indicators, etc.) in order to help clients examine the true value of their digital marketing performance.

As with all Forrester Waves, vendors were rated based on the capabilities of their current offering, their strategy including the broad partnerships in data and the ad-tech ecosystem, and breadth of market presence. To evaluate vendors and their products against criteria for the Wave, Forrester analysts gather details of product qualifications through a combination of lab evaluations, questionnaires, demos, and/or discussions with client references. Forrester sets default weightings to reflect their analysis of the needs of large user companies and then score the vendors based on a clearly defined scale.

A complimentary copy of "The Forrester Wave™: Marketing Measurement And Optimization Solutions, Q4, 2016" report is available [here](#).

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 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>.