
Neustar Wins Digiday Signal Award For Best Data Management Platform

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Neustar PlatformOne™ Selected as the Top Winner in the Data Management Platform Category

[Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, today announced that [PlatformOne™](#) won the 2016 [Digiday Signal Award](#) for best data management platform. The Digiday Signal Awards recognize the best of marketing and advertising technology, from publisher-centric tools to analytics dashboard for digital marketers.

Selected for its efficiency and effectiveness, Neustar PlatformOne™ is an integrated marketing platform that enables marketers to identify, target, and measure audiences across virtually all channels and devices. PlatformOne™ provides a single view of consumers to improve conversion, optimize spend, and ultimately improve ROI.

“This award is a huge win for our whole team and a testament to the effectiveness of our data management platform. PlatformOne™ has helped brands, agencies and advertisers overcome business challenges and make data-driven decisions that result in satisfied customers and positive returns on investment,” said Brian Foster, Senior Vice President of Information Services, Neustar. “Receiving such an esteemed industry accolade from a panel of marketing and advertising heavyweights, speaks volumes to the quality of our data management platform and inspires our team to continue to develop industry-leading solutions that will help marketers navigate our connected world.”

The robust analytics capabilities of Neustar PlatformOne™ allow marketers to perform customer and prospect analysis, and develop custom segmentations using an identity foundation based on 220 million U.S. adults and 120 million households. That identity is comprised of accurate, verified, and continuously updated consumer information, which enables marketers to make real-time digital marketing decisions – all while respecting consumer privacy. With the consumer digital footprint being in constant flux, Neustar's [PlatformOne™](#) empowers marketers with data-driven insights needed for true one-to-one customer engagement through its segmentation, audience targeting, modeling and measurement capabilities.

The Digiday Signal Awards recognize the technology platforms that are bringing efficiency, effectiveness and

creativity to the media and marketing processes for brands, agencies and publishers. More information about the Digiday Signal Awards can be viewed [here](#). The Digiday Signal Award gala will take place on November 17, 2016 at the Edison Ballroom in New York City.