
Pinterest Selects Neustar As Marketing Partner To Increase Ad Effectiveness

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Neustar's Authoritative Identity Powers Data Onboarding and Audience Activation

[Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, today announced a [CRM data onboarding](#) partnership with Pinterest. As a certified “audiences partner” within Pinterest’s Marketing Partners program, Neustar will help brands deliver more relevant advertising messages to Pinners. Neustar’s industry-leading CRM data onboarding capabilities open up new opportunities for brands seeking to use their valuable first-party data to reach customers and prospects on Pinterest.

The integration with Pinterest’s API will leverage [Neustar’s authoritative OneID](#)® system and allow advertisers to build unique custom audiences using a combination of their own custom records and Neustar’s proprietary audiences. This gives advertisers unprecedented reach and precision, both within Pinterest, and Neustar’s large directory of existing integration partners. The partnership allows brands to have much more meaningful and relevant conversations with their customers, all while ensuring minimal campaign waste, and a standardized view of the customer across every marketing channel.

“Since we originally launched the Marketing Developer Partners (MDP) program, both Pinterest and our marketing partner ecosystem have grown immensely. Pinterest’s user base has grown over 50%, and our world-class partners have played an instrumental role helping brands connect with their audience. We’re excited to launch our new Marketing Partners program to provide even more support to advertisers who use Pinterest to achieve their business objectives. Our new specialties and expanded partner ecosystem will ensure that all marketers are able to reach new heights of success and new growth on Pinterest,” said Michael Akkerman, Head of Marketing Partners program, Pinterest.

As a Pinterest Marketing Partner, Neustar helps brands better understand who their customers are and how best to activate, manage and measure their connected customer experiences with authoritative identity. Research shows that brands achieve stronger marketing results by onboarding their own data into Pinterest. Neustar helps brands design their own customer data strategy and customer graphs, allowing advertisers to target more precisely, activate audiences across offline and online, and measure the success of their campaigns, all to drive greater efficiency, scale and performance.

“Marketers are realizing that if they don’t get identity right, their people-based marketing will be wrong. Neustar is helping brands connect people, places and things with authoritative identity, and leading platforms like Pinterest are excited about this,” said Steven Wolfe Pereira, Chief Marketing and Communications Officer, Neustar. “As a result of our unique capabilities to connect online and offline data powered by the Neustar OneID® system, we can help marketers get the most value from their investments in Pinterest. We are thrilled to join forces with Pinterest to enable brands to build, amplify and measure connected customer experiences.”

On the heels of its landmark partnership with Facebook, Neustar continues to partner with industry leaders to drive efficiency, scale and business results for brands. With Neustar Data Onboarding, Pinterest advertisers can optimize reach to profitable customers and touch more prospects like them, with a higher degree of efficiency and in a way that does not violate privacy. Today, brands that advertise on Pinterest can select Neustar Data Onboarding to segment, activate and measure their customer and prospects.

The Neustar OneID® system is one of the most authoritative identity sources available, ensuring the very highest match rates and reach possible across all marketing channels, both online and offline. OneID® allows advertisers to join their own first-party data to Neustar AdAdvisor audiences, dramatically increasing ROI by identifying ideal customers.

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>.