Neustar Launches Data Directory to Help Brands Create More Valuable Connected Customer Experiences

Dec 7, 2016

Partnerships with Industry-leading Data Providers Offer Unprecedented Reach While Neustar's Authoritative Identity Powers the Precision

Neustar, Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, today announced new enhancements to PlatformOne™, an award-winning identity data management platform (IDMP), with the release of its Data Directory. The brand-new Neustar Data Directory will help marketers create and optimize custom audiences; activate them consistently across programmatic, omnichannel marketing campaigns; and provide deeper insights into how marketing fuels return on investment (ROI). With the launch of the Data Directory, marketers will now have access to Neustar's existing audience activation solutions, as well as third-party data sources to build precision-based data programs.

Data is the currency that drives modern marketing and informs how marketers engage with their customers across a plethora of marketing channels. Everyday, marketers count on their own first-party data, as well as second-and third-party data sources to gain a singular view of their customers and to deliver hyper-personalized, connected experiences. The Neustar Data Directory allows marketers to build high-value custom audiences from a blend of data sources, which are authoritatively corroborated and validated with the Neustar OneID® system, for digital ad targeting. Marketers can build these custom audiences once, syndicate them across all media buying channels (e.g. TV, display, mobile, social) with the confidence that they are reaching the same people, places and things across the entire marketing campaign, and measure campaign performance from one baseline.

"Today's data-driven marketers need a customer graph that goes beyond contact information, social media profiles and advertisement exposures. With Neustar's identity data management platform (IDMP), powered by OneID, marketers can definitively know who their customers are, both offline and online, and activate their audiences across all channels," said Michael Schoen, Vice President of Marketing Solutions, Neustar. "With the launch of our new data directory, we are helping brands with more accurate targeting, limiting their media dollar waste and delivering the best connected customer experiences across channels and devices."

Key benefits of the Neustar Data Directory include:

- **Access to Neustar's Trusted, Industry-leading Data Providers:** Neustar has partnered with leading industry data providers to maximize consumer reach across digital and offline touchpoints, while ensuring the highest level of privacy and transparency. The Neustar Data Directory offers an extensive library of segment attributes from its own audiences, in addition to data sources from top third-party data providers in the digital advertising ecosystem. Neustar's data partners include: Alliant, Are You A Human, Cardlytics, comScore, CoreLogic, Cuebiq, Dataline, DataXpand, Dunn & Bradstreet, Gravy Analytics, Infogroup, IRI, OwnerIQ, Plunge Digital, PushSpring, Qualia, StatSocial, Stirista, TruOptik, TruSignal, V12, Versium, VisualDNA, and Webbula, with more to come.
- **Ability to Create Unique, Custom Audiences:** Marketers can now create richer and more accurate consumer profiles for enhanced personalization and more efficient media investments. With the Neustar Data Directory, marketers can create custom audiences with the key criteria that matter to them using their own onboarded data, in combination with a marketplace of second- and third-party data options. Neustar's robust data directory includes high-value data attributes and sources that represent mobile, location, intent, B2B, past purchases, interest/lifestyle, advertising fraud, qualified demographics, offline attributes like in-store purchases and in-store dwell time, and online attributes like social engagement, across a vast span of industries, including retail, politics, real estate, financial services, healthcare and automotive.
- **Precision Data-Driven Marketing Insights to Drive Confident Buying Decisions:** Marketers make better ad spending decisions—traditional or programmatic—when they can take the guess work out of understanding the customer and how to find them. The Neustar OneID system is one of the most authoritative identity sources currently available and it powers all of Neustar's marketing solutions. Neustar's proprietary technology utilizes multiple identifiers and correlates and corroborates an explicitly affirmed connection, which provides marketers one of the highest customer match rates, and reach possible across all marketing channels, both online and offline.
- **Modern Approach for a Connected Customer Experience with PlatformOne:** Traditionally, in order to simulate a connected customer experience, marketers have had to rely on multiple partners to reach a customer across different channels and devices. By accessing Neustar's network of integrated ad platform partners, marketers can create and syndicate their unique custom audiences across their preferred media-buying platforms directly within PlatformOne. This maximizes customer reach and results in minimal data loss. The PlatformOne IDMP is an industry leader providing marketers the ability to activate their custom audiences across all channels, spanning display, mobile, social, and addressable TV.

"As the largest provider of personality profiles, we are delighted to be offering our personality data to help brands engage with the right *type* of people," said Raj Dhanda, Vice President of Strategy and Business Development at VisualDNA. "With our personality data, Neustar clients can engage and truly understand the human side of their existing and prospective customers, and optimize campaigns for greater ROI. Partnering with a leading information services provider like Neustar allows us to distribute our personality profiles and insights to clients seeking to make better decisions and grow their business."

"Gravy Analytics is excited to be an official Neustar Data Directory partner and we look forward to helping brands access our rich anonymized audiences based on the events people attend, the activities they engage in and the places they go," said Jeff White, CEO at Gravy Analytics. "Advertisers have learned that audience targeting is now as critical as the message itself. Our focus is providing the most robust interest-based, life-stage and life-style audiences so brands can reach the right consumers at the right time, with the right messages. The Neustar OneID system and the Neustar Data Directory rank among the highest caliber marketing tools in the industry and

provide a perfect platform for accessing Gravy TruLife™ audiences that help brands connect people, interests and places."

About Neustar PlatformOne

PlatformOne is a fully-integrated IDMP platform powered by Neustar's authoritative OneID system, which enables marketers to onboard, segment, discover, syndicate, and measure cross-channel campaigns in order to maximize the effectiveness of their marketing investment. PlatformOne provides marketers with a better understanding of who their customers are and how best to reach them more precisely, activate audiences across offline and online, and measure and optimize the success of their campaigns, to drive greater efficiency, scale and performance.

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.