
Proximus Selects Neustar to Maximise its Sales and Marketing Campaigns

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Leading Belgian Telecoms Operator Uses Advanced Analytics to Maximise Marketing ROI

[Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, today announced it has been selected by Belgian telecoms operator Proximus to help understand and optimise its marketing campaigns across the country. Opting for the Neustar MarketShare DecisionCloud service, Proximus is now able to get a complete picture of its sales and marketing investments to understand the value of its campaign placements. Proximus is also taking up Neustar MarketShare's consulting services to improve its data management, gain further insights and increase ROI from its campaigns.

Proximus was looking for a partner that could offer a holistic view of its sales and marketing effectiveness, from the impact of its incentive promotions and advertising to external factors, such as competitor activity and fluctuations in the economy. Following an extensive pilot programme, Proximus chose Neustar MarketShare's advanced analytics solution for its full budget planning and campaign course correction capabilities at both an overarching and granular level to accurately monitor and optimise its campaigns.

Catherine Deltenre, Director, Corporate Strategy and Market Insights at Proximus, said: "At Proximus we have the challenge of targeting diverse consumers with the right offer at the right moment, in a highly competitive marketplace. By partnering with Neustar we will be able to plan and allocate our marketing and sales investments and resources accurately across our sales channels, communications methods and marketing techniques to maximise the effect on sales and deliver greater ROI."

The Neustar MarketShare DecisionCloud solution will enable Proximus to plan its sales and marketing spending; and regularly and accurately reallocate its budgets to maximise ROI from its campaigns. By working in partnership with Neustar MarketShare's consulting services, Proximus will also be able to leverage and optimise its datasets to plan and predict the effectiveness of its campaigns.

Commenting on the partnership, Luis Chaves, Managing Director, Neustar MarketShare UK, said: "Campaign planning and management in multicultural countries with mature markets, such as Belgium, can make it difficult for brands to deliver successfully targeted campaigns at the granular level. By incorporating holistic modelling and

monitoring solutions with the help of Neustar, Proximus is now able to optimise its campaigns and accurately report ROI from its marketing activities.”