
Neustar and Google Partner to Help Brands More Accurately Measure the Impact of Their Marketing

Apr 6, 2017

First-of-Its-Kind Partnership Designed to Ensure Marketers Can Accurately Assess the ROI of Their Digital Investments

[Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, today announced a new advanced marketing analytics partnership with Google. As a Google Marketing Mix Model launch partner, Neustar will help marketers more accurately analyze how their marketing investments are driving sales and help them optimize their advertising spend across multiple brands, channels and regions. This turnkey analytics offering will give marketers a better understanding of how their marketing investments on Google and other publishing platforms are affecting business results.

The [Neustar MarketShare](#) marketing mix models will now be able to incorporate an advertiser's Google ad expenditure data, as well as indexed search query volume, for analysis among their other mix variables. For instance, advertisers with a portfolio of brands who are interested in understanding the effectiveness of their marketing spend across channels and regions can run spend shift simulations straight from the Neustar MarketShare analytics application. As a leader in the [Forrester Wave™: Marketing Measurement and Optimization Solutions](#), Neustar MarketShare helps advertisers focus on making better business decisions on how best to invest their next marketing dollar and provides them with deeper insights into how their Google ad investments are driving conversions along the customer journey. As a Google launch partner, Neustar's award-winning MarketShare advanced analytics solutions are designed to uncover the real drivers of ROI and help forecast future marketing performance.

"We're excited to work with Neustar as part of our Marketing Mix Model (MMM) Partners program. This program will help marketers accurately measure the ROI of their digital investments in Google. We are delighted to give our MMM partners standardized access to accurate and granular data for Google video, display, and search campaigns. We also look forward to working together to develop best practices for incorporating Google data into marketing mix models," said Babak Pahlavan, Senior Director of Product Management, Analytics Solutions and Measurement, Google.

"With today's explosion of data, marketing touchpoints and devices, marketers are flooded daily with complex

decisions on how to connect marketing to revenue,” said Julie Fleischer, Vice President, Product Marketing, Marketing Solutions, Neustar. “Sophisticated marketers are demanding more variations in ROI breakdowns and more transparency into what marketing tactics are working. By partnering with Google, we are helping marketers make better, faster, data-driven decisions that will have a positive impact on business results. Brands that know which marketing channels contribute to business results, maintain a robust customer graph and employ a 360-degree view of their online and offline marketing will take the pole position in today’s connected world.”

The Neustar MarketShare [Marketing Planning and Allocation](#) solution offers advertisers a guide to budgeting and planning decisions, as well as trade-off scenarios for allocations – predictively – across products, markets, segments and channels. It takes into consideration both the offline marketing tactics and the non-media drivers (e.g. weather, economic indicators, competitor actions, etc.) in order to help clients examine the true value of their digital marketing performance. Marketers can build an optimal marketing plan to boost their revenue and more accurately allocate their marketing resources, course correcting to improve ROI. The Neustar MarketShare next-generation tool for unified marketing impact analytics keeps pace with the rapidly changing marketing landscape to assure that marketers are maximizing their business results and proving marketing’s contribution to revenue at every opportunity.

Neustar is also a neutral data onboarding partner for Google, helping advertisers upload their first-party data directly into Google DoubleClick in order to reach those always-connected customers across screens, channels and formats. In addition, Neustar participates in the Google [Customer Match Uploader](#) (CMU) program, which allows advertisers to target advertisements against their own first-party data directly in AdWords.

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 realtime 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 11,000 clients worldwide with decisions—not just data. More information is available at <https://www.neustar.biz>.