Neustar Named a Data Management Platform Leader by Independent Research Firm

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Neustar, Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, today announced that its award-winning identity data management platform (IDMP) has been named a leader in "The Forrester Wave™: Data Management Platforms, Q2, 2017" report by Forrester Research, Inc. Neustar obtained the highest score possible in the data analysis and corporate strategy criteria, and was cited as a "strong choice for marketers seeking identity resolution."

The report recognizes Neustar for its data onboarding capabilities and vision of a connected world impelled by data-driven intelligence. Neustar's core differentiator is its industry-leading access to both offline and online data and its expertise in the connection, correlation and corroboration of that data to yield an authoritative measure of identity.

"Being ranked as a leader in Forrester's prestigious Wave research report marks our continued commitment to being a trusted strategic advisor for our clients and our focus on growing our identity DMP (IDMP), a data management platform with identity at the core," said Michael Schoen, Vice President, Marketing Solutions, Neustar. "Marketers' cross-channel needs are evolving and they've recognized the role our IDMP plays in informing and connecting all areas of the enterprise. As a global information services provider, we're uniquely positioned to use our authoritative OneID® system, which accurately connects people, places and things, to give marketers the context and data-driven insights they need to create connected customer experiences that transcend platforms, channels and devices."

With identity at its core, the Neustar IDMP fills the gaps across the enterprise marketing and technology stacks, providing access to one of the most authoritative identity sources currently available. Neustar's proprietary technology utilizes multiple identifiers and correlates and corroborates an explicitly affirmed connection, which provides marketers one of the most accurate customer match rates and reach across all marketing channels, both online and offline.

The Neustar IDMP is an unparalleled and complete end-to-end identity data management platform. From onboarding of first, second, and third party data, to segmentation, targeting, activation, all the way through to analytics, Neustar gives brands the power to connect with customers definitively, both offline and online, as

opposed to providers who only use impressions, cookies and devices as a proxy for identity. Neustar is uniquely positioned to help marketers develop a single, comprehensive view of the customer to target more accurately, engage more consistently, and holistically measure for success, ultimately improving the customer experience and increasing sales.

The robust analytics capabilities of the Neustar IDMP allows 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 authoritative 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, the Neustar IDMP empowers marketers with data-driven insights needed for true one-to-one customer engagement through its segmentation, audience targeting, modeling and measurement capabilities.

As with all Forrester Waves, vendors were rated based on the capabilities of their current offering, their strategy and breadth of market presence. To evaluate vendors on their strengths and weaknesses of each solution, Forrester analysts assess various data sources based on a combination of vendor surveys, product demos and customer reference calls and surveys. Forrester sets default weightings to reflect their analysis of the needs of large user companies and then scores the vendors based on a clearly defined scale.

A complimentary copy of "The Forrester Wave™: Data Management Platforms, Q2, 2017" report is available here.

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