
Pinterest Selects Neustar As a New Measurement Partner

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Neustar Powers Advanced Attribution Solution To Prove Value of Advertising on Pinterest

[Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, today announced an [advanced marketing analytics](#) partnership with Pinterest. As a certified “measurement partner” within Pinterest’s [Marketing Partners program](#), Neustar MarketShare, a unified measurement and analytics solution, will provide brands with the attribution insights needed to prove the value of advertising on Pinterest. Advertisers will be able to better understand the effectiveness of Pinterest-specific levers (e.g. Pins and re-pins) and how Pinterest influences conversions downstream.

As a leader in advanced marketing [measurement and optimization solutions](#), Neustar MarketShare provides advertisers with advanced analytics insights to drive ROI and business results. Today, Neustar MarketShare expands its partnership with Pinterest as a measurement partner that will help brands optimize the impact of digital ads and identify marketing’s overall contribution to revenue. Previously, Neustar joined the Marketing Partners program with its [Data Onboarding and Audience Activation](#) solutions, which enable advertisers to recognize and connect with their desired audiences. Neustar MarketShare, powered by the Neustar OneID® system, which accurately connects people, places and things, offers marketers the capability to monitor and quantify the value that Pinterest campaigns have on online conversion activity, brand lift, in-store sales and mobile app installs.

“Neustar continues to partner with industry leaders, such as Pinterest, [Facebook](#) and [Google](#) to drive efficiency, scale and business results for brands,” said Maria Kiskis, Head of Strategic Partnerships, Neustar. “As marketers continue to demand more transparency for more effective marketing allocations, we want to place the reigns back in the hands of marketers so they can focus their efforts on winning new customers and delighting existing ones. We are excited to expand our partnership with Pinterest to improve how marketers build connected customer experiences as we continue to drive the next generation of advanced attribution solutions forward.”

An independent study conducted by Neustar MarketShare in the retail industry found that customers who engaged on Pinterest had a 40 percent larger shopping basket size and paid Pinterest impressions were 30 percent more effective at driving sales than the next best performing channel, prospecting display. Additionally, the study found that consumers often turn to Pinterest before looking at other platforms. Neustar confirmed that

Pinterest saw a higher share of first touch activities than any other digital, social or search provider.^[1]

Pinterest noted in a blog post today, “people use Pinterest to shape their consideration set, which makes Pinterest an early touchpoint in the path to purchase.” In addition, Pinterest shared that “98 percent of Pinners reported trying new things they find on Pinterest, compared to an average of only 71 percent across social media platforms.” Pinterest concluded that “before they even open the app, they intend to act—and then Pinterest guides them to a confident decision.”

As a Pinterest Marketing Partner for data onboarding, audience activation and measurement, Neustar helps brands better understand who their customers are and how best to activate, manage and measure their connected customer experiences with authoritative identity. As a trusted partner to brands, Neustar advises brands on how to 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.

The Neustar MarketShare unified measurement and analytics offering is powered by the Neustar OneID system, which allows marketers to accurately measure and attribute the results of their marketing investments. Neustar MarketShare recognizes that global brands need a holistic, unified approach to allocating their budgets and future-looking models, which take into consideration past campaign performance. Unlike other providers, Neustar MarketShare combines both the offline marketing tactics and the non-media drivers (e.g. weather patterns, economic indicators, etc.) in order to help clients examine the true value of their digital marketing 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 11,000 clients worldwide with decisions—not just data. More information is available at <https://www.neustar.biz>.

[1] Neustar, “Pinterest Insights: Retail,” June 2017, MTA study with 3 blinded advertisers.