
Tru Optik and Neustar Partner to Expand Audience Targeting Options for OTT

Aug 23, 2017

Neustar AdAdvisor Audiences Available on Tru Optik OTT Marketing Cloud

[Tru Optik](#), the only audience measurement and data management platform that works across over-the-top (OTT) and Connected TV (CTV), today announced a partnership with [Neustar](#), a trusted, neutral provider of real-time information services. Through this partnership, the Neustar [AdAdvisor Audiences](#) and [Data Onboarding](#) capabilities become available for OTT ad-campaign targeting via Tru Optik's [OTT Marketing Cloud](#). AdAdvisor Audiences are powered by the Neustar OneID® system of trusted identity and are combined with purchase, preference, and lifestyle insights to create thousands of highly scalable audiences, each comprised of consumers with a strong affinity for a particular brand, product, or service.

“Neustar is one of the largest, most respected providers of consumer intelligence and activation solutions, so we are pleased they have chosen to make their audiences available for OTT and CTV targeting on our platform,” said Andre Swanston, CEO of Tru Optik. “This partnership increases the targeting choices available to all advertisers on Tru Optik’s OTT Marketing Cloud, and allows brands that use AdAdvisor Audiences for desktop and mobile advertising to extend their campaigns to the most influential screen – television – in a consistent, coordinated manner.”

As part of the partnership, the Neustar data onboarding solution will be included among the onboarding choices available to advertisers seeking to upload their first-party data to the Tru Optik OTT Marketing Cloud, where they can combine it with AdAdvisor Audiences or other third-party data to create custom audiences and execute highly targeted TV campaigns.

OTT has rapidly become a mainstream TV delivery platform – more than 70 percent of U.S. households have access to OTT, and OTT accounts for nearly a third of TV viewing time in those households.

“OTT has become very effective because it provides better experiences, more targeted ads, and anytime/anywhere access to a consumer’s favorite shows,” said Steven Wolfe Pereira, Chief Marketing and Communications Officer, Neustar. By partnering with Tru Optik, brands will be able to accurately reach their consumers and prospects with personalized ads across OTT screens, including Connected TV.”

Tru Optik and Neustar share a strong commitment to the responsible use of personal information. Neustar employs “Privacy by Design” principles, taking personal privacy into consideration throughout the process of designing, building and delivering information products and solutions. Tru Optik adheres to strict privacy procedures that include clear consumer opt-out mechanisms, masking of all personally identifiable information and transparency regarding the data it collects and how that data is used.