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## Neustar Builds Custom CRM Onboarding Portal for Pandora

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*Neustar's Authoritative Identity Powers Data Onboarding and Audience Activation, Helping Brands Connect with Music Fans at Scale*

[Neustar](#), Inc., a trusted, neutral provider of real-time information services, today announced that it is powering a new data onboarding portal on [Pandora](#) (NYSE: P). Neustar will help brands deliver more context-specific and personalized advertising messages to Pandora's 76 million active listeners.

The custom built [CRM data onboarding](#) portal allows advertisers to seamlessly upload data in a privacy compliant manner to Pandora at scale. This self-service model is a first of its kind for Pandora. Powered by the Neustar [authoritative OneID<sup>®</sup> system](#), Pandora's onboarding portal allows advertisers to use valuable, anonymized offline data to find known customers on the music streaming service. Brands can build unique custom audiences using a combination of their first-party data records and access over 2,000 audience segments that Pandora offers. This gives advertisers unprecedented reach and precision across mobile and desktop, all from a single platform for seamless audience activation.

"Brands have a rich treasure trove of CRM data at their disposal and of course, they want to be able to connect with their customers on the platforms where they spend most of their time," said Julie Fleischer, Vice President, Marketing Solutions, Neustar. "Our best-in-class onboarding solution will provide Pandora advertisers with the audience data needed to deliver connected customer experiences, a true 360-degree view of the customer without any of the data loss, extra cost or waste that commonly comes with a multi-partner approach to onboarding."

"Pandora is a platform where brands have been able to identify, expand and engage their known audiences through targeting solutions that can be activated with their first-party data for some time," said Dave Smith, Vice President of Monetization and Yield Management at Pandora. "Our 100 percent logged-in user base allows us the unique ability to accurately deliver an advertiser's matched audience at scale in an anonymized manner, on any media type, and across any platform. In partnering with

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Neustar to build this custom onboarding portal, we can offer advertisers a new, effortless way to reach their customers on Pandora.”

Neustar’s proprietary 3-step approach to data onboarding, rooted in its authoritative OneID system, which is responsible for collecting, corroborating, and validating consumer and business identities, provides brands with the highest possible match rates and reach possible across all marketing channels, both online and offline. Neustar also helps brands 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.

## **About Neustar**

Every day, the world generates roughly 2.5 quadrillion bits of data. Neustar 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>.

## **About Pandora**

Pandora is the world’s most powerful music discovery platform – a place where artists find their fans and listeners find music they love. We are driven by a single purpose: unleashing the infinite power of

music by connecting artists and fans, whether through earbuds, car speakers, live on stage or anywhere fans want to experience it. Our team of highly trained musicologists analyze hundreds of attributes for each recording which powers our proprietary Music Genome Project®, delivering billions of hours of personalized music tailored to the tastes of each music listener, full of discovery, making artist/fan connections at unprecedented scale. Founded by musicians, Pandora empowers artists with valuable data and tools to help grow their careers and connect with their fans.

### **Neustar Media Contact**

Carolin Bachmann

[Carolin.bachmann@neustar.biz](mailto:Carolin.bachmann@neustar.biz)

415-312-2100

### **Pandora Media Contact**

Sarah Saul

[ssaul@pandora.com](mailto:ssaul@pandora.com)

520-245-5185