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# Crate and Barrel Chooses Neustar OneID to Deliver Complete View of the Customer Journey

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*Neustar's Authoritative Identity Connects Offline and Online Customer Engagements for Persistent Cross-channel Activation*

[Neustar](#), Inc., a trusted, neutral provider of real-time information services, today announced that [Crate and Barrel](#), the home furnishings retailer, has selected the [Neustar OneID](#)® system to provide it with a 360-degree view of the customer journey and to improve the effectiveness of its marketing campaigns.

Today's shopping experience has radically changed and transcends well beyond the in-store experience. As Crate and Barrel customers discover, browse and fall in love with new products online, in catalogs, in-store and in a multitude of other ways, the retailer turned to Neustar to help solve a core problem: how do they make the shopping experience personal, frictionless and pleasant to deliver the best omnichannel shopper experience. Neustar will provide Crate and Barrel with persistent cross-channel and cross-device consumer identity. By linking Crate and Barrel's rich first-party data (e.g. email address, home address, phone number) to the Neustar OneID system, which continuously corroborates, verifies and appends missing information across customer records, the retailer will be able to produce a comprehensive, complete view of the customer. Additionally, OneID facilitates the capture of cross-device digital interactions and, using hashed identifiers, enables a single holistic, connected view of the customer.

“As customer data is constantly changing, every second of every day, we know all too well how challenging it can be for brands to delight the customer when CRM gaps exist,” said Julie Fleischer, Vice President, Marketing Solutions, Neustar. “We are thrilled to be working with Crate and Barrel to help them deliver a connected customer experience that links all the valuable information about a customer to one persistent, authoritative identifier.”

Neustar provides brands with a unified view of the customer on one single platform, eliminating the data

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gaps inherent in customer intelligence. Instead of guessing at links between anonymous identifiers, Neustar provides the connection between known and unknown signals, both online and offline. Neustar will enrich Crate and Barrel's customer records with demographic attributes to give the retailer a single and complete lens of the customer. In addition, Neustar will identify gaps in the CRM data, such as which households or individuals have recently moved homes, allowing Crate and Barrel to create tailored marketing campaigns focused on a unique segment of movers. This is all accomplished through a privacy by design approach, whereby online and offline signals are hashed and securely segregated in order to inform activation without compromising user privacy.

Unlike other identity management platforms, Neustar provides a framework that links customer transactions and engagements back to a household and individual persistent ID that can be used across channels. This will allow Crate and Barrel to deliver a consistent customer experience at the right time, with the right message and within the right channel. In addition to improving its customer activation, Crate and Barrel can accurately measure customer interactions across the physical and digital realms, including mobile, desktop, website, in-store and direct mail. By employing an end-to-end identity solution, Crate and Barrel can accurately prove its marketing effectiveness and efficiently allocate marketing spend by pinpointing exactly which campaigns and marketing tactics had the best business outcome.

The Neustar authoritative OneID system, which is responsible for collecting, corroborating, and validating consumer and business identities for the world's top brands, provides brands with the highest possible match rates and reach possible across all marketing channels, both online and offline. Neustar empowers brands to design their own data strategy and to build their own proprietary customer graph, allowing marketers to target more precisely and activate audiences across offline and online channels. In addition, analysts are able to measure the success of their campaigns with more transparency, all to drive greater efficiency, scale and performance across the organization.

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