
Neustar Launches PageAdvisor to Help Marketers Drive Website Engagement and Conversion

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March, 18, 2013 -- STERLING, VA.,— Marketers today are under increasing pressure to not only capture consumers' attention, but to also engage the consumer with the right content via the right channel. In order to help marketers drive engagement, Neustar, a trusted, neutral provider of real-time information services and analytics, today launched PageAdvisorSM, a unique solution that provides marketers with the opportunity to deliver the right message in real time to each website visitor to help improve website interactions and online conversions.

Marketers managing heavily trafficked websites and landing pages are often challenged with delivering unique experiences to site visitors due to lack of insight about those visitors. Neustar PageAdvisor allows the marketer to display relevant offers and messages in real time to each visitor – before any registration information is collected and without compromising user privacy – to create a more personalized consumer experience.

“We realized that while we knew a lot about the folks who convert via our network, we knew very little about visitors to our site who did not convert. PageAdvisor provides that intelligence by bringing offline attributes online in real-time and at scale on our network,” said Erik Josowitz, Vice President of Marketing, All Web Leads.

Neustar PageAdvisor works seamlessly with website optimization partners to bring to bear the full power of offline demographic, geographic and psychographic data. Specifically, the solution enables marketers to:

- Gain a well-rounded view of the kinds of people that are their best prospects and become their loyal customers by segmenting website visitors in real time.
- Access to actionable predictive insights about customers and prospects visiting their website
- Customize the customer experience based on insights from predictive offline consumer data.

“Marketers spend millions on creative campaigns to drive traffic to their website. But what happens when the consumer arrives at the site? They're greeted by content that isn't relevant and will abandon the page,” said Dennis Ainge, Senior Vice President, Information Services, Neustar. “Neustar PageAdvisor solves this problem by delivering offline, predictive insights on virtually every visitor allowing the marketer to continue the conversation in a personalized way that will lead to a higher relevancy and an increase in engagement.”

Neustar PageAdvisor leverages insights from Neustar ElementOne® Analytics, which enables strategic marketing analysis, segmentation, scoring, media and geographic market planning and tactical real-time marketing execution.

For more information on Neustar PageAdvisor, [visit here](#) .

About Neustar

Neustar, Inc. (NYSE: NSR) is a trusted, neutral provider of real-time information and analysis to the Internet, telecommunications, information services, financial services, retail, media and advertising sectors. Neustar applies its advanced, secure technologies in location, identification, and evaluation to help its customers promote and protect their businesses. More information is available at www.neustar.biz.