
Neustar Expands Media Intelligence Partner Network 185% in 2013, Supports Global Advertiser and Agency Demand

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Enables Seamless Execution of Targeted Audiences for Efficient Media Buying

STERLING, VA – Neustar, Inc. (NYSE: NSR), a trusted, neutral provider of real-time information and analysis, today announced the expansion of its Media Intelligence partner program to support global advertiser and agency demand. Partner engagement has increased dramatically in 2013, growing 185 percent across all types of media partners, including demand-side platforms, content management systems, data providers, publishers and other strategic partners. Through this partner network, Fortune 500 advertisers and their agencies can use their own first-party data or offline third-party data, enabling smart activation of their combined customer intelligence and media intelligence across *all* of their media campaigns regardless of where they run.

By leveraging the Neustar AK [Media Intelligence Platform™](#) (MIP), powered by Neustar's Aggregate Knowledge service, to build custom audience segments and pass them to media partners in a protected and privacy-compliant way, advertisers across key verticals such as Retail, Finance, Telco, and Consumer Packaged Goods have seen a minimum conversion lift of 3X. According to the Neustar Aggregate Knowledge Q3 2013 Media Intelligence Report, focusing on high-performing attributes across key verticals led to an increase in conversions ranging from 300 to 970 percent. Building these segments inside a centralized marketing platform provides accurate, actionable visibility into customers and the media landscape.

“We continue to expand the value of our centralized marketing platform, enabling clients to leverage their data assets, get a complete view of their customer, and personalize their dialogue across every touchpoint,” said David Jakubowski, Senior Vice President of Marketing Services at Neustar. “This enables our clients to create an audience segment and communicate with that audience more effectively without compromising data privacy and security.”

According to Greg Williams, Co-Founder and SVP of OPEN Partnership, “By working with Neustar, MediaMath customers are able to activate their media and audience data, make more informed targeting decisions, and measure the increased effectiveness of their online campaigns.”

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#futureofadvertising.

About Neustar

Neustar, Inc. (NYSE: NSR) is a trusted, neutral provider of real-time information and analysis to the communications services, financial services, retail, and media and advertising sectors. Neustar applies its advanced, secure technologies to help its clients promote and protect their businesses. Aggregate Knowledge, a Neustar service, combines both media and audience data to allow advertisers and agencies to reach the highest performing customers in a single media intelligence platform. More information is available at www.neustar.biz.