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## Neustar Recognized for its Best-in-Class Lead Scoring and Lead Verification Solutions by LeadsCouncil

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### *Delivering value across key verticals - Education, Finance and Technology*

**STERLING, VA,** – Neustar, Inc. (NYSE: NSR), a trusted, neutral provider of real-time information and analytics, today announced that it has been recognized by LeadsCouncil, a fully-independent alliance of lead generation experts, for its “best-in-class” [lead scoring](#) and [lead verification](#) solutions. Advertisers make choices on the leads they buy and determine which consumers are more likely to convert. As part of Neustar’s Marketing Services offering, the ability to identify, verify, and score customer information enables advertisers to reach their customers more efficiently and improve customer interactions leading to overall cost savings and increased sales.

“Advertisers struggle with constantly changing customer information, such as phone numbers, addresses, and names. By leveraging Neustar’s authoritative data sets and real-time analytics across US households, our clients are able to effectively tackle this challenge and ensure a great customer experience. This drives down the cost of not only customer acquisition but also the cost for each customer interaction, thus increasing the value of every sale,” said David Jakubowski, SVP, Neustar Marketing Services.

Neustar’s trusted, privacy-by-design mandate means that we have real-time and authoritative household data that advertisers can tie to real-world activities (i.e. website visit, call center inquiry) to get one view of their customer. By identifying highest-value customers, advertisers can market with greater precision to increase revenue and loyalty. By creating more effective, efficient and tailored campaigns, a top-tier client in the financial services sector reported that it realized significant conversion rate lifts of up to 27 percent depending on the campaign and the volume.

“Our charter at LeadsCouncil is to help advance online lead generation and customer acquisition through the promotion of best practices,” said Michael Free from LeadsCouncil. “We are happy to recognize Neustar for its ability to deliver valued and trusted lead scoring and lead verification solutions to the technology, education, and finance industries.”

Linking offline lead scoring and verification to online marketing efforts ensures a personalized dialogue with customers. To learn more, please visit Neustar at LeadsCon Las Vegas 2014 on March 25-26<sup>th</sup>.

### **About Neustar, Inc.**

Neustar, Inc. (NYSE: NSR) is a trusted, neutral provider of real-time information and analytics 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. More information is available at [www.neustar.biz](http://www.neustar.biz).

### **About LeadsCouncil**

The LeadsCouncil is an independent association, whose members are companies in the online lead generation space from buyers to sellers, technology solution providers and investment professionals. All members are united in a common goal of promoting best practices and fostering trust regardless of vertical. LeadsCouncil was created by the industry experts and evangelists whose ongoing mission both through LeadsCon and LeadsCouncil is to increase the size of the market and number of companies who leverage lead generation online.