
Neustar Helps Lenovo Achieve Over 40 Percent Growth in Order Conversion

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World's Largest PC Maker Reports Double-Digit Growth in Click-through Rate and Revenue per Visitor by Leveraging the Power of Neustar Solutions

STERLING, VA. – [Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information and analytics, today announced new performance metrics for PC maker Lenovo. Lenovo is using Neustar's PageAdvisor solution to drive [personalized experiences](#) for consumers across its U.S. e-commerce operation and has seen significant growth in conversion, click-through rate (CTR) and revenue per visitor (RPV).

Using the 172 micro-segments available in Neustar's ElementOne Analytics Platform as building blocks, Neustar created a number of key audience groups for Lenovo based on product propensity and company priority. In collaboration with Neustar's Professional Services team, Lenovo created product-focused content that would resonate with each custom audience group. These personalized experiences were then delivered in real-time when these audiences visited [Lenovo.com](#).

During this targeted test using Neustar's PageAdvisor and ElementOne Professional Services, Lenovo saw a CTR lift of more than 30 percent for personalized banners when compared to non-personalized banners. The company has also seen an order conversion lift of over 40 percent and its RPV grow by over 25 percent.

"We are always looking for new ways to reach our customers that help increase the value of the brand and relationship with consumers," said Lewis Broadnax, executive director and general manager, [Lenovo.com](#) North America. "By leveraging Neustar's powerful PageAdvisor solution, we've seen a significant spike in performance that speaks to the importance of creating tailored experiences for the consumer."

Neustar PageAdvisor is a unique solution that provides marketers with the opportunity to deliver the right message in real-time to anonymous website visitors to help improve website engagements and online conversions. 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.

“In an increasingly crowded market, delivering the right content to the right audience at the right time in a personalized fashion is going to be a key differentiator for brands and retailers,” said Ted Prince, Senior Vice President of Information Services at Neustar. “Our collaboration with Lenovo has helped prove that theory, and we anticipate continued brand and sales impact driven by personalization.”

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. More information is available at www.neustar.biz.