

The Forrester Total Economic Impact™ of Neustar PlatformOne

Challenges and objectives

Forrester worked with Neustar to analyze the total economic impact that PlatformOne has on one of its customers, who shared their business outcomes and objectives:



Website sales totaled \$450 million annually and accounted for 3% of the organization's overall revenue.

40%

Online activity was skewed toward the unknown, with 40% of traffic coming from anonymous visitors.

13%

The company averaged a sales conversion rate for sales on its website of 13%.

Summary of benefits

Through interviews and data aggregation, Forrester concluded that PlatformOne has the following financial impact:



ROI
117%



Increase in conversions
+40%



Online revenue
+8%

More importantly, the TEI study quantified specific benefits, costs, and metrics that matter to customers:

Net Present Value*

Benefits: \$3.1M

Costs: \$1.4M

THREE YEAR ANALYSIS

BENEFIT

Increased conversion rate of anonymous visitors

COSTS

Subscription cost of Neustar PlatformOne
Learning curve to leverage PlatformOne

\$100,000

\$1,500,000

\$3,000,000

Qualitative benefits

Customers also experienced additional benefits that were not quantitatively tracked in detail:



Improved lifetime value of customers.

Saved marketing costs from deduplication.

Insights

Marketing professionals using PlatformOne shared the following:

“PlatformOne completely changed the way we think about our customers.”

“We’ve evolved from our old way of thinking about products and are now creating messages that center on customer lifestyles.”

Disclosures

The reader should be aware of the following:

- This document is an abridged version of a full case study: The Total Economic Impact Of Neustar PlatformOne, March 2015. The document can be found at https://hello.neustar.biz/forrester_tei_study_mktg_lp.html.
- The study was commissioned by Neustar and delivered by the Forrester Consulting group.
- Forrester makes no assumptions as to the potential return on investment that other organizations will receive.

Please read the full case study for additional disclosures.

TEI Methodology

Total Economic Impact™ (TEI) is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders. The TEI methodology consists of four components to evaluate investment value: benefits, costs, risks, and flexibility (forrester.com/marketing/product/consulting/tei.html).