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## Neustar Introduces Advanced Marketing Attribution Analytics Through Partnership With Facebook

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*Will Help Marketers Better Understand and Optimize the Impact of Digital Ads on Business Results*

[Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, today announced a new advanced marketing analytics partnership with Facebook. This people-based measurement partnership will help marketers better understand the effectiveness of their digital campaigns and drive greater returns from their marketing investments. Neustar's integration with Facebook signals that marketers are now able to better understand Facebook, Instagram and Audience Network digital campaign attribution and can combine these results with their marketing mix modeling to understand the holistic influence across offline and online.

Neustar is working with leading advertisers to integrate Facebook exposure into the advertisers' Neustar MarketShare advanced attribution models. As a result, advertisers are not only able to gain deeper insights into how Facebook drives conversions along the customer journey and across mobile, desktop and other devices, but also how to predict future marketing performance to drive better business outcomes and return on investment (ROI). This new unique formula augments the cookie- and click-based approaches with a people-based measurement approach, which results in more accurate and complete attribution. Advertisers can employ privacy-safe, people-based measurement techniques grounded in Neustar's authoritative identity to confidently attribute and optimize their Facebook media spend.

The Neustar MarketShare advanced attribution solution takes into consideration both the offline marketing tactics and the non-media drivers (e.g. weather patterns, economic indicators, etc.) in order to help clients examine the true value of their digital marketing performance. In addition, proprietary propensity models give clients an accurate indicator of how likely it is for a customer to purchase a certain product or service in response to marketing activities. As the offline and online marketing worlds become even more inseparable, marketers need an authoritative identity framework, which collects, correlates, corroborates and connects, in real-time, the many identifiers associated with a consumer in order to obtain the most comprehensive view of consumer engagement across all touchpoints.

"In a world where brands need to connect both online with offline, understanding how to build a connected customer experience across people, places and things is more complex than ever. With the proliferation of

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devices, the fragmentation of media, and the dizzying amount of content consumers are exposed to, it is no wonder marketers struggle to accurately identify their customers, measure, and optimize the effectiveness of their marketing campaigns,” said Steven Wolfe Pereira, Chief Marketing and Communications Officer, Neustar. “Marketers who invest in understanding their own customer graph and employ a people-centric view across media, devices and channels, are much more likely to drive business results than those who do not. We are thrilled to be partnering with Facebook to improve how marketers build connected customer experiences as we continue to drive the next generation of advanced attribution solutions forward.”

The Neustar MarketShare advanced attribution solution takes a holistic approach to measuring the effectiveness of advertising dollars. It combines the effects of an advertiser’s digital campaigns with the effects of offline media, as well as a customer’s behavior, and non-media drivers. Neustar’s advanced measurement capabilities can also help advertisers see which channels are more effective at different stages of the customer journey, break out media channel performance by customer segments such as new, existing and reactivated, and show which campaigns are more effective when launched simultaneously.

## **About Neustar**

Every day, the world generates roughly 2.5 quadrillion bits of data. Neustar (NYSE: NSR) isolates certain elements and analyzes, simplifies and edits them to make precise and valuable decisions that drive results. As one of the few companies capable of knowing with certainty who is on the other end of every interaction, we’re trusted by the world’s great brands to make critical decisions some 20 billion times a day. We help marketers send timely and relevant messages to the right people. Because we can authoritatively tell a client exactly who is calling or connecting with them, we make critical real-time responses possible. And the same comprehensive information that enables our clients to direct and manage orders also stops attackers. We know when someone isn’t who they claim to be, which helps stop fraud and denial of service before they’re a problem. Because we’re also an experienced manager of some of the world’s most complex databases, we help clients control their online identity, registering and protecting their domain name, and routing traffic to the correct network address. By linking the most essential information with the people who depend on it, we provide more than 12,000 clients worldwide with decisions—not just data. More information is available at <https://www.neustar.biz>.