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## Neustar and Freckle Partner to Provide Marketers with Actionable Privacy-Compliant, First Party Consumer Data

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**STERLING, Va. – July 10, 2019 – [Neustar® Inc.](#)**, a trusted, neutral provider of real-time information services and the leader in customer intelligence, trusted customer identity and marketing analytics solutions for Fortune 500 brands, and [Freckle](#), a leader in privacy-compliant data and offline media measurement, today announced they will make Freckle’s first-party data available in the Neustar Identity Data Management Platform (Identity DMP) for advanced audience planning and activation.

As part of the Freckle collaboration, Neustar will offer its customers the ability to leverage privacy-compliant first-party data that consumers have opted-in to provide through Freckle’s Killi App. Freckle’s Killi application allows consumers to take back control of their identity data by selecting the personal information they would like to share with brands in exchange for money. Killi provides marketers with real-time, reliable data that is direct from the consumer and fully compliant with global privacy standards.

“Marketers need reliable and compliant, first-party data that respects consumer privacy,” said Neustar General Manager and Vice President for Marketing Solutions Michael Schoen. “With Freckle’s Killi data, we will provide relevant, consumer-approved data that helps our customers target and personalize messages to the right consumers based on their specific input.”

“With consumer privacy issues at the forefront of marketing, brands are seeking partners that not only offer a competitive advantage through unique access to real-time consumer insights but are privacy compliant leaders,” said Neil Sweeney, founder and CEO, Freckle and Killi.

“We’re pleased to partner with Neustar, a leader in privacy by design practices, to bring our compliant, first-party consumer data to their customers. As the only solution paying consumers cash for their data, we are confident that the two-way engagement that we have created will better enhance audience insights for marketers,” said Sweeney.

Relevant and personalized experiences are in high demand. With the Neustar Identity DMP, marketers can create compelling connections across channels combining their own first party data with Neustar’s data directory marketplace. With access to Freckle’s Killi data within the Neustar Identity DMP data directory, brands can reach

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consumers, based on specific data they've provided about themselves, while uncovering powerful behavioral insights in a privacy-compliant manner. Since Freckle is constantly aggregating first-party data, marketers are receiving continually updated and refreshed segments, allowing them to expand their reach and accuracy across all channels.

### **About Neustar**

Neustar, Inc. is a leading global information services provider driving the connected world forward with responsible identity resolution. As a company built on a foundation of Privacy by Design, Neustar is depended upon by the world's largest corporations to help grow, guard and guide their businesses with the most complete understanding of how to connect people, places and things. Neustar's unique, accurate and real-time identity system, continuously corroborated through billions of transactions, empowers critical decisions across our clients' enterprise needs. More information is available at <https://www.home.neustar>.

### **About Freckle**

Freckle is a global data company specializing in media measurement and identity and first-party data available through its Killi app. The Freckle offline media measurement solution determines the effectiveness of media across all channels in driving customers into a physical location. Killi, available through Apple and Google Play, empowers consumers to take control of their data through direct payment for their personal information. Because Freckle does not sell media, Fortune 500 brands trust the independent offline attribution analysis to evaluate media across all channels including mobile, desktop, social, radio, search, TV, and out-of-home. For more information, visit [Freckleiot.com](https://www.freckleiot.com).

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