
Neustar Launches Fabrick™ to Improve Omnichannel Media and Measurement Effectiveness in the Post-Cookie World

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Neustar Fabrick™ powers identity-centric connections between brands, publishers, and consumers to accelerate marketing performance across online and offline channels

July 29, 2020 – STERLING, Virginia — [Neustar, Inc.](#), a global information services and technology company and leader in identity resolution, today announced the launch of Fabrick™, a unified identity ecosystem - of Neustar proprietary services, data, and technologies - that enables real connections between brands, publishers and the people they serve. This innovation in identity-powered media and measurement improves omnichannel marketing effectiveness, while future-proofing brands, publishers, and platforms in a privacy-first, post-cookie world.

In today's privacy-sensitive environment, data-driven marketing and measurement needs to evolve. Ninety-four percent of marketing executives agree that it is important to keep consumer data private¹. Brands must shift the ways in which marketing data is collected, analyzed, and activated across media channels. Fabrick provides marketers with a sustainable, privacy-first foundation for all their data management, marketing, and measurement needs, enriched by OneID™, Neustar's proprietary identity resolution system.

Brands can now more accurately analyze the incremental revenue impact of their entire media mix, including the "walled gardens," without solely relying on third-party cookies or other consumer IDs. They can also leverage Fabrick to conduct cookie-free audience targeting and content personalization. This will help marketers deliver more relevant and engaging consumer experiences while improving sales conversion rates.

"As consumers and data governors demand more transparency and control from marketers, our clients are increasingly looking for future-proof solutions to better leverage their first-party data," said Joe Raaen, Head of Strategic Partnerships at Annalect. "Fabrick offers our brand clients the ability to build their data strategy on an ownable and authoritative identity, and also enhances the precision of Omnicom's marketing operating system, Omni, while maintaining consumer privacy."

"With Fabrick, Neustar is pioneering a more private, cookie-free standard for marketing and measurement across the most important online and offline channels," said Michael Schoen, Senior Vice President & General Manager of Marketing Solutions at Neustar. "We believe that the future of data-driven marketing requires a reliable identity-

based connection across the ecosystem, and this is a very big step in that direction.”

The results for Fabrick brand clients have been significant:

- A leading retail client leveraged Fabrick-powered Multi-Touch Attribution and Marketing Mix Modeling to increase the accuracy of their cross-media forecasts, reduce data sparsity, and transform into a 100% data-driven marketing organization
- A top telecommunications client drove a 4X return on ad spend, attributed advertising exposures to on-and offline sales, and made significant optimizations to their ad creative
- A leading financial services client increased conversions by nearly 300%, conversion rates by 100%, and reduced ad waste with better audience targeting and frequency management

For publishers and content creators, the decline of third-party cookies may negatively impact the addressability and value of their media inventory. According to a Google study, the disabling of third-party cookies may decrease revenue by 52% for the top 500 global publishers². Fabrick gives publisher partners a lasting identity-powered connection between their direct and programmatic media and brand audiences. This will help publishers improve audience targeting and marketing outcomes for their advertisers, now and in the future.

"With the end of the third-party cookie, marketers need sustainable methods of reaching their most valuable clients, and publishers need to ensure their media is addressable and eligible for those marketer budgets," said Mike O'Sullivan, Vice President of Product at Index Exchange. "Fabrick seamlessly marries these two pieces for all of Neustar's customers and more importantly, does so with measurement and attribution as the north star of this people-based solution."

"Data customization and control are critical to competitive differentiation in the Out-of-Home (OOH) marketing world," said Mark Costa, Chief Digital Officer at JCDecaux North America. "Fabrick has enabled us to tailor our OOH inventory - in a privacy-forward way - based on the unique audience needs of our clients."

Fabrick provides brands, publishers, and platforms the data and technology they need to future proof their marketing and measurement, including:

- Cookie-free omnichannel marketing measurement and optimization
- Consumer data enrichment and segmentation
- Media activation and management
- Onboarding and identity resolution
- Privacy-by-design

Learn more at [fabrick.neustar](https://fabrick.neustar.com).

About Neustar

Neustar is an information services and technology company and a leader in identity resolution providing the data and technology that enables trusted connections between companies and people at the moments that matter most. Neustar offers industry-leading solutions in Marketing, Risk, Communications, Security and Registry that responsibly connect data on people, devices and locations, continuously corroborated through billions of transactions. Neustar serves more than 8,000 clients worldwide, including 60 of the Fortune 100. Learn how your company can benefit from the power of trusted connections here: [home.neustar](https://www.home.neustar).

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¹ Data Privacy Report, Wakefield Research, February 2020

² Effect of disabling third-party cookies on publisher revenue, August 27, 2019.