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# Neustar Launches Second-Party Data Marketplace powered by Fabrick™ to Improve Targeting and Measurement Across Addressable Media Channels

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Solution frees marketers from dependence on third party consumer data threatened by loss of cookies and mobile advertising IDs

**October 22, 2020 – STERLING, Virginia** — [Neustar, Inc.](#), a global information services and technology company and leader in identity resolution, today launched the Neustar Second-Party Data Marketplace powered by Fabrick™ to help brands improve marketing outcomes across addressable media channels without relying on third-party data threatened by quality and privacy concerns, including the planned loss of third-party cookies and mobile advertising IDs (MAIDs). Combining second-party data with Neustar Fabrick enables marketing and analytics teams to significantly improve the depth and accuracy of their first-party customer data in a privacy-centric way. Brands can use this to optimize their cross-media audience targeting, campaign analytics, and marketing ROI (return on investment).

“For years, marketers have struggled to distinguish their customer acquisition strategies from the competition” said Steve Silvers, Senior Vice President and General Manager of Product at Neustar. “By and large this is a data access and quality problem, one in which brands and agencies are forced to leverage the same commoditized third-party data as everyone else. We are changing that by giving brands the second-party data access, control, and portability they need to thrive in a post-cookie, post-MAID world. And this is just the tip of iceberg, as we are rapidly growing our marketplace partner program aggressively over the rest of the year and into 2021.”

The Neustar Second-Party Data Marketplace leverages Fabrick - a unified identity ecosystem of Neustar proprietary services, data, and technologies - to create a bespoke data environment that seamlessly plugs into clients' marketing technology and data analytics stacks. It seamlessly integrates client's customer data with a large and growing marketplace of second-party data including, but not limited to:

- Expansive consumer data across 110 million households and 249 million people in the U.S. across 15,000 demographic, psychographic, and behavioral attributes from Neustar's OneID data repository
- Advertising exposure data across a panel of 16 million smart TV viewers in all 210 national DMAs on linear TV, video-on-demand, and connected TV content
- Mobile shopping data across 200 million US consumers
- Geo-location data across over 105 million places and 14 billion user-confirmed visits

- Additional second-party data partners are being added over the course of the year

[Learn more about becoming a Neustar Second-Party Data Marketplace here.](#)

The Neustar Second-Party Data Marketplace also integrates directly with Neustar Unified Analytics and Multi-Touch Attribution (MTA), the only end-to-end marketing analytics solution that provides both cross-platform and user-level measurement across all on- and offline channels.

“The future of effective omnichannel marketing will not be determined by cookies, MAIDs, or third-party data, and Neustar really understands that,” said Sean Muller, Chief Executive Officer of iSpot.tv, which is powering linear and connected TV advertising measurement in the Neustar Second Party Data Marketplace. “Neustar’s latest iSpot integration adds another strong dimension to our relationship and furthers our joint mission of enabling brands to optimize the business impact of advertising with fast, accurate, and actionable insights.”

“Scanbuy is thrilled to be a Neustar Second-Party Data Marketplace partner. This enables us to provide our audience data - from over 200 million U.S. shoppers - to an incredible roster of enterprise brands and agencies,” said Chuck Ennis, Vice President and General Manager of Scanbuy Data. “Marketers really need a sustainable and privacy-centric way to amplify their targeting, measurement, and attribution strategies, and Neustar is making this a reality in a big way.”

“Foursquare is excited to make its real-world visitation data available in the Neustar Second-Party Marketplace, providing a turnkey way for Neustar’s data-sophisticated brand customers to leverage the power of location in an organized, privacy-safe environment,” said Scott Townsend, Director of Business Development at Foursquare. “This partnership will help the world’s leading brands improve their marketing programs - from media planning to analytics and optimization.”

Brands can leverage the Neustar Second-Party Data Marketplace in unique ways including:

- A retailer can leverage linear TV advertising exposure data to improve their multi-touch attribution models, and deliver targeted digital ads to audiences recently exposed to their TV spots
- An auto brand can match geo-location data with its list of customers whose leases are expiring to encourage local dealership visits and test-drives

All Neustar Second-Party Data Marketplace data adheres to the privacy compliance guidelines advocated by the Network Advertising Initiative (NAI) and the Digital Advertising Alliance (DAA). Neustar’s privacy practices were recently certified by the EDAA OBA Trust Seal.

## **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, and Security 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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