Neustar Launches the Fabrick ID™ to Future Proof Media Buying and Selling in a Post-Cookie World

Dec 16, 2020

Neustar Fabrick™ powers next generation digital marketing and measurement
with a privacy-centric, unified ID solution for publishers and advertisers

December 16th, 2020 - STERLING, Virginia - Neustar Inc., a global information services and technology company and leader in identity resolution, today announced the launch of the Neustar Fabrick ID™ to power next generation addressable media buying and selling without relying on cookies or mobile advertising IDs (MAIDS). The Fabrick ID provides secure and persistent cross-media linkages between advertiser audience data and publisher media inventory. This ensures the sustainability and accuracy of digital media planning, addressable audience targeting, marketing analytics, and multi-touch attribution (MTA) going forward.

"Neustar Fabrick is bringing our unmatched combination of data, technology, and cross-media linkages to connect all sides of the digital marketing world," said Steve Silvers, SVP Product and GM Customer Experience at Neustar. "The Fabrick ID is a true identity-based solution that links phone number, email, and our unique consumer and household graph to publisher audience data. And it's entirely compatible with the other major deal IDs used in the media buying and bidding process."

Publishers and supply-side platforms (SSPs) can now replace audience and subscriber IDs with a Fabrick ID in real time. A Neustar Fabrick API™ call automatically substitutes personally identifiable information (PII) with a pseudonymized identifier. This protects publishers' first-party audience data from the decline of third-party cookies and MAIDs, which maintains targeting capabilities, increases the value of their advertising inventory, and improves advertiser campaign measurement. The Neustar Fabrick ID can also be used to improve audience data quality by correcting bad data and enriching sparse data records with identity-based demographic, psychographic, behavioral, and geolocation-specific information.

"Buyers and sellers of media can now seamlessly transition from a reliance on risky third-party cookies and MAIDs to a more stable, privacy-centric ID," said Ted Prince, Executive Vice President and President, Analytics Solutions at Neustar. "The Fabrick ID gives publishers and advertisers a sustainable and accurate means of managing and reaching audiences, as well as measuring marketing performance via our advanced analytics and multi-touch attribution solutions."

In addition to publisher and SSP integrations including PubMatic, Neustar Fabrick™ connects to the key demand side platforms (DSPs), ad serving, data syndication, and other marketing technology vendors industrywide including, but not limited to: The Trade Desk, LiveRamp, and Flashtalking.

Learn more about becoming a Neustar Fabrick ID partner here.

"As we all look to improve identity and build a strong open internet, interoperability and collaboration are critical components for the future of digital advertising – and connecting Unified ID 2.0 with Neustar Fabrick represents a step forward in this industry-wide approach," said Bill Michels, GM, Product at The Trade Desk. "Unified ID 2.0 is an interoperable and open source solution that can work with other ID solutions, like Neustar Fabrick. With this partnership, brands can trust that they are fully preparing for the future of advertising on the open internet – a future with addressability, scale, and transparent measurement, and consumer privacy controls."

"PubMatic's partnership with Neustar Fabrick further supports our commitment to scale up cookie-less identity solutions as a means of driving superior outcomes for publishers and advertisers alike." said Andrew Baron, VP of Marketplace at PubMatic. "Through the integration of the Fabrick ID with PubMatic's Identity Hub solution, our customers can leverage valuable, privacy-centric identity data to enhance audience addressability."

"As an industry, we must continue to find new ways to connect publisher inventory to advertiser demand, while prioritizing the privacy and experience of the consumer. Today, we underscore the importance of that approach by leveraging our open and scaled infrastructure to make Fabrick ID interoperable with our own people-based, pseudonymous ID," said Travis Clinger, SVP, head of addressability and ecosystem, LiveRamp. "This partnership also allows Fabrick customers to access publishers who leverage LiveRamp's Authenticated Traffic Solution (ATS) through LiveRamp's people-based ID, to reach authenticated audiences and measure outcomes at the individual level in a privacy-focused way. Both the Fabrick ID and ATS provide sustainable solutions that will enable marketers and publishers to work better together without cookies or device IDs."

"The Fabrick ID is helping establish a much-needed identity-based currency, setting us up for the post-cookie world," said John Nardone, CEO at Flashtalking.

Fabrick creates a sustainable environment using identity-based integrations and connections between buyers and sellers, marketers, and media owners to improve marketing performance, transparency, and control. Using the Fabrick API, publishers can refine their inventory, optimize CPMs, and more effectively monetize their audience

data.

Learn more at fabrick.neustar.

About Neustar

Neustar is an information services and technology company and a leader in identity resolution providing the data and technology that enable 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.

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