



**WITH NEUSTAR AUDIENCES
YOU CAN:**

- Gain a complete view of audience behaviors.
- Target customers and prospects accurately and at scale.
- Personalize engagement across every interaction.

Neustar® Audiences

Use verified offline data to target high-value audiences.

Neustar Activation: Act on media and customer intelligence to personalize your dialogue.

Online advertising campaigns often rely solely on consumer demographic information to define an audience. However, successful campaigns use additional data to precisely identify a particular audience.

Neustar Audiences help marketers go beyond the basics, providing the most trusted offline data from hundreds of sources for portable, cross platform online targeting.

Our Insights

Neustar Audiences are derived from our real-time segmentation engine, fueled by the most authoritative consumer information available. Neustar Audiences combine our proprietary analytics platform with our core data assets via a direct delivery network. This makes Neustar Audiences unique in their ability to match online campaigns, in a seamless, targeted way, with the highest quality online audience profiles in the industry.

In addition, Neustar works with match partners, to connect our offline data at the point of registration. Because our identifiers—name, address, phone number, email address and more—are comprehensive, we match data at market-leading scale. We process 2 million updates a day from over 200 data providers—influencing over 80 million linked and interconnected data elements within our analytics and segmentation framework—to bring the most accurate and rich data to our marketing solutions.

Create Custom Segments

Marketers can also leverage Neustar's segmentation engine to create custom audience segments to target more precisely and personalize their message. By fusing demographic, geographic and psychographic data, marketers gain a deeper understanding of their customers and prospects.

Which audiences buy electronics at Best Buy vs. WALMART? Which audiences prefer live sporting events vs. the theatre? And which tend to own a domestic SUV instead of a hybrid sedan or prefer Revlon over L'Oréal? Find the answers you need to reach unique groups that matter to you.

When building an audience, users can combine a wide range of attributes, including brand preferences, product affinities, and psychographic and demographic variables. Once audiences have been created, they can be saved and shared with a preferred media platform (we have over 50 partnerships) to launch an online campaign.

Now You Can:

Target customers with the highest propensity to buy your product or service. Discover where consumers shop for your products—in stores or online. Conquest against the competition's product to lift conversion. With Neustar Audiences, it's all within your grasp.

Commitment to Privacy

Neustar is committed to the responsible use of personal information to help businesses make better decisions and deliver personalized content without sacrificing individual privacy. To accomplish this goal, we have adopted "Privacy by Design" principles, taking personal privacy into consideration throughout the process of designing, building, and delivering information products and services. Neustar cookies do not contain or convey personal information about consumers. For extra protection, Neustar cookies are encrypted. Neustar is an active member of the Network Advertising Initiative (NAI), Mobile Marketing Association (MMA) and the Digital Advertising Alliance (DAA). All users have the ability to opt out of Neustar by visiting www.adadvisor.net or the DAA at www.aboutads.info.

For More Information

Online www.neustar.biz

About Neustar

Neustar, Inc., (NYSE: NSR) is a trusted, neutral provider of real-time information and analysis to the Internet, telecommunications, information services, financial services, retail, media and advertising sectors. Neustar applies its advanced, secure technologies in location, identification, and evaluation to help its customers promote and protect their businesses. More information is available at www.neustar.biz.