

# A CSP Wants to Offer Profitable Services

## Neustar Analytics Can Enrich Your Customer Data

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### CHALLENGE

Should we try to sell this new product?

### SOLUTION

The Neustar® ElementOne® Analytics platform augments internal customer information in order to provide a complete view of customers for better targeting.

### RESULT

New services were selected that were a successful extension of their product portfolio.

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### For More Information

Call **1.877.831.3984** or visit [www.neustar.biz/carrier-services/marketing-solutions/find-profitable-customers](http://www.neustar.biz/carrier-services/marketing-solutions/find-profitable-customers)

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A Communications Provider planned to expand their service offerings and wanted to make sure that their customers would buy the new services before they launched them.

Neustar blended external data analytics with the provider's internal customer database to ensure successful marketing, sales and service delivery strategies.

### Challenge

A communications provider wanted to determine whether they should roll out a new product. Their initial primary market research, customer focus groups and surveys, showed there was a high level of interest in the product. However, integrating this product offering into its portfolio would involve a significant initial investment and complex resource deployment. The client needed to confirm that this high interest level would translate into a high number of actual purchases.

As with other service providers, this client had a ton of customer data. There was billing data, usage data, spending data and demographic data. The client needed to take what they already knew about their customers and make some assumptions about future product preferences, communications needs, and purchasing behaviors.

### Solution

They selected Neustar's ElementOne® Analytics Platform to provide overlay data from authoritative sources to combine with their internal data so that strategic decisions about which products to offer could be made in a timely manner. They used this tool to solidify which products would be offered, in which markets and accurately identified the highest performing marketing activities for effort.

### Result

ElementOne allowed this customer to leverage their own data with household-level syndicated information to guide marketing efforts including strategic targeted marketing, messaging, creative development and media buying. The client's marketing team worked with Neustar to ensure a successful product launch. Neustar continues to provide data intelligence to further refine messaging and promotional opportunities, as well as provide direction for future market roll-outs.

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### 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](http://www.neustar.biz).