

# A CSP Wanted to Expand Locations

## Neustar Data Analytics Assists with Geo-Targeting

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### CHALLENGE

Where should we open new stores?

### SOLUTION

The Neustar® ElementOne® Analytics Platform provides an actionable blend of data intelligence that enhances internal customer data.

### RESULT

Right store. Right time. Right place.

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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 Nationwide Carrier was ready to expand their business by opening new stores, but wanted to pinpoint geographic locations that offered the best chance of long-term success.

Neustar provided strategic data intelligence to assist in identifying advantageous markets.

### Challenge

A nationwide wireless carrier wanted to determine the best locations in which to open new stores in the U.S. They sought to identify underserved locations within their service area markets and those that had the highest potential for growth in each market. If a site showed an initial positive correlation, they then wanted to prioritize the sites with the highest growth potential and lowest presence of competitor saturation in each market.

### Solution

This client has worked with Neustar for many years on networking and operational carrier solutions. After mentioning this issue to his Neustar Account Representative, this client was introduced to the Neustar® ElementOne® Analytics Platform. With this unique Web-based tool, he could augment their internal data with household-level, syndicated information to objectively rank order markets as well as store trade areas. Markets with a high percentage of key target consumers who were not yet customers were considered for expansion. Stores that reside in target rich environments yet underperform were flagged for further analysis.

Neustar worked closely with this client to provide an easy-to-use dashboard that blended customer data, consumer attributes and predictive behavior to provide an accurate picture of opportunity by region.

### Result

The interactive dashboard became a useful tool in planning which geographic locations would be good candidates for additional stores. With detailed predictive purchasing overlays, this tool was also used to determine the optimal channel to use to acquire different types of targets. The client was able to successfully allocate limited resources to open new stores in targeted areas that have exceeded sales forecasts. Neustar continues to provide custom views and enhanced software to support their long-term growth into new markets.

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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).