

# Regional Provider Wants an Increase in Add-On Sales

## Data Intelligence from Neustar Improves Targeting Capabilities

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### CHALLENGE

Why aren't customers buying?

### SOLUTION

An innovative blend of demographic, behavioral and predictive data, along with content optimization, can effectively boost sales and customer satisfaction.

### RESULT

The Right Customer. The Right Offer.  
The Right Time.

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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 Regional Communications Provider needed to quickly increase sales of an innovative add-on service.

Neustar greatly improved sales through data segmentation and web content optimization services that personalized the sales experience.

### Challenge

A regional communications provider wanted to increase the customer take rate of an add-on service that was suffering from frustratingly low sales volumes. Even though the customers that purchased this service were highly satisfied, it was highly rated by analysts and competitors were working on like offerings – the client could not get more customers to purchase it. The client wanted answers on the apparent disconnect between what they believed to be a truly game-changing product and disappointing sales.

### Solution

The provider already had integrated other Neustar data intelligence services, Neustar® ElementOne®, to assist with geographically targeting customers and gathering competitive market share information. ElementOne combines Neustar's unrivaled, proprietary data with internally collected customer information to deliver the highest match rates possible for maximum reach, predictive continuity and performance. Our client trusted Neustar to take this data to the next level by also providing professional services to help craft highly targeted messaging in conjunction with custom content for diverse user experiences.

Neustar professionals worked with the provider to develop messaging that targeted the customer by segment, as defined by ElementOne, and by customer interaction type. Neustar's web content optimization service, PageAdvisor<sup>SM</sup>, provided the opportunity for custom web page content based on various customer attributes. Finally, warm leads were targeted with SecondApproach<sup>SM</sup>, a CRM tool that builds upon interest points and/or behavioral triggers.

### Result

Neustar provided the big picture: what their targeted customers truly wanted, how to reach them and what to say to them to ultimately boost sales. Sales are increasing markedly via a strategic, measurable roll-out that focuses on an improved user experience along with highly relevant messaging. Neustar data analytics continue to identify opportunities that may attract favorable attention from customers and best tempt them with additional products that are complimentary to previously purchased core services.

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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)**.