

Neustar® CRM Onboarding

Bring your offline data online to maximize your media investments

KEY BENEFITS OF CRM ONBOARDING

- Identify customers who have contacted your call center but have not made a purchase
- Personalize your dialogue with existing and prospective customers
- Extend reach to customers and prospects with enhanced customer intelligence

Neustar CRM Onboarding: Leverage your most valuable data efficiently to reach your customers

As a marketer, you know it is important to leverage the information you already have about your customers to drive more relevant messaging. The growing number of channels and touch points a customer uses to interact with your brand has made it challenging for marketers to ensure they reach the right customer with the right message. Ask yourself these questions:

1. Can I engage and target my customer with the most relevant message regardless of channel or context?
2. Can I utilize my CRM data to reach existing customers and “look-a-like” prospects?
3. Can I reach and remarket to prospects that have not made a purchase?

Activate insights and personalize your dialogue

What if you could:

- Reach your customers across multiple channels (email, search, display, social, video, mobile, etc.)
- Maximize reach to your highest value customers and prospects
- Upsell and cross-sell current customers
- Eliminate wasted ad impressions

With Neustar CRM Onboarding, marketers can optimize reach to profitable customers and touch more prospects like them, with a higher degree of efficiency and in way that does not violate privacy. We do this by matching your CRM data to our large pool of high quality customer and media insights data to enable you to target, segment and measure your customer and prospects across multiple channels.

With Neustar CRM Onboarding You Will Be Able To:

- Identify prospect that behave similar to your high-value customers
- Syndicate your target audiences and segments across our extensive ecosystem of media partners
- Measure and attribute conversions based on your CRM data, attributes & audiences
- Leverage conversion data to identify opportunities to upsell and cross-sell to current customers

Commitment to Privacy

Neustar is committed to the responsible use of personal information to help businesses make better decision and deliver personalized content without sacrificing individual privacy. To accomplish this goal, we adopted “Privacy by Design” principles, taking personal privacy into consideration throughout the process of designing, building, and delivering information products and services. AdAdvisor cookies do not contain or convey personal information about consumers. For extra protection, AdAdvisor 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 AdAdvisor 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.