



**WITH NEUSTAR ACTIVATION
YOU CAN:**

- Accurately target audiences based on verified offline behavior.
- Leverage offline customer information to message more precisely.
- Customize or personalize website offers in real time.

Neustar® Activation

Act on media and customer intelligence to personalize your dialogue with your customers or prospects.

Transform marketing data into campaigns that drive sales.

Data is great but action is better. Consider these questions:

- Can you turn your CRM data into action that drive sales - and then scale it?
- Can your website identify a customer and serve them a relevant offer?
- Is your dialogue with customers personalized across all channels and devices?

Neustar Activation makes it easy. We translate media and customer intelligence into powerful, personalized marketing strategies across every channel to drive revenue.

Neustar Media Intelligence and Customer Intelligence solutions enable a personalized dialogue—all through a centralized marketing solution. Linking up-to-date and authoritative customer information (phone number, address, email address and more) with online media and audience information enables marketers to create more effective, efficient and tailored campaigns, regardless of where they run.

Neustar Audiences

- Accurately target key segments based on verified offline behavior.
- Fine-tune messaging based on customers with the highest propensity to convert.
- Create custom audiences to target the highest indexing customers or prospects.

Neustar CRM

- Leverage your most valuable customer information across your inbound and outbound marketing efforts.
- Syndicate high performing audience segments to media buying platforms for increased reach.
- Extend reach to customers, prospects or lookalikes with enhanced customer intelligence.

Neustar Website

- Real-time customization of website messaging.
- Segment known and anonymous website visitors and determine the type of visitors driven towards a certain activity.
- Create targeting strategies based upon pre-built or custom segments.
- Discover exact audiences with the highest propensity to convert.

What Makes Neustar Better?

Neutrality – Deliver the gold standard for accurate, real-time customer and media intelligence, across all data and media.

Offline and Online Identification – Ensure increased match rates, expanded footprint and a complete view of your customer.

Syndication, Scalability and Reach – Identify linkages across major media partners to distribute audiences and execute on targeting tactics.

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.