



Neustar® AK Closed Loop

Online influence on all sales.

WITH AK CLOSED LOOP YOU CAN:

- Measure performance of digital ad campaigns based on transaction lift.
- Leverage test and control groups at scale for greater accuracy.
- Ensure that analysis is done in a secure and privacy safe environment.

Neustar Media Intelligence: Real-time insights that bridge the offline and online worlds.

AK Closed Loop revolutionizes the way marketers correlate online consumer interactions to sales, while adhering to industry guidelines for consumer privacy. With AK Closed Loop, marketers can close the loop and measure the success of campaigns by accurately crediting media, leads, sales, and conversions to individual campaigns that users are exposed to online. It's all made possible by connecting consumer interactions with Neustar's breadth of data, technology, partnership integrations, and analytics. Gain insights you can trust while continuously measuring ROI.

An Attribution Solution that Lets You:

- Develop campaign initiatives based on offline or online insights to inform online messaging.
- Measure performance of exposed versus unexposed audiences to media
- Understand what creative message and offers actually drive purchases offline, in-store or online.
- Target new prospects based on learnings from consumers exposed to an online ad who ultimately convert versus those that do not.
- Use analytics to drive decisions across all of your offline and online outbound campaigns; reach the right customers at the right time and place.

Quantify ROI

As marketing budgets continue to rise, so does the need to quantify results across all channels offline and online (from direct mail to social). AK Closed Loop lets you accurately measure offline influence on all conversions whether they occur online or offline.

What you could identify:

- 28% increase in average offline purchase rate.
- 30% increase in average purchase order.

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.