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**WITH NEUSTAR CRM YOU CAN:**

- Segment and reach new high-value prospects throughout the purchase funnel
- Upsell and Cross-Sell current customers
- Increase your media buying effectiveness and efficiency

## Neustar® CRM

Leverage your most valuable data efficiently to reach your customers.

### Neustar Activation: Act on media and customer intelligence to personalize your dialogue.

As a marketer, you value your customer relationships and manage a breadth of information about them. You also know the growing importance of leveraging that information to drive greater precision and impact across your inbound and outbound marketing efforts. With Neustar CRM, you can optimize reach to profitable customers and touch more prospects like them—with a higher degree of efficiency and doesn't violate consumer privacy.

### Maximize reach with customers or prospects

By onboarding your offline first-party data (CRM, website, etc.), you can now extend the various ways you interact with your best customers. Understanding their preferences and personalizing offers enables you to market with precision, which leads to more up-sell and cross-sell opportunities. You can also extend reach to those prospects that look like your current high value customers to drive reach and scale.

### Extend reach by identifying high value prospects

Leveraging what you know about your highest performing customers, marketers can create new, targeted, outbound campaigns by extending reach to the right prospects. See what subsets of the U.S. population your target audience represent in order to reach those with a higher propensity to convert. Leverage extensive ecosystem integrations to execute across various platforms.

### Know your data is in good hands.

Neustar uploads your CRM data quickly and securely. We store and process all data with servers residing in managed Class A co-location facilities, deploying the most stringent security measures for physical and virtual access.

## 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](http://www.adadvisor.net) or the DAA at [www.aboutads.info](http://www.aboutads.info).

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## For More Information

Online [www.neustar.biz](http://www.neustar.biz)

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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).