



WITH NEUSTAR IDENTIFICATION YOU CAN:

- Get an accurate view of each customer or prospect.
- Personalize interactions across multiple channels as they happen.
- Expand your CRM database by identifying more prospects.

Neustar[®] Identification

Know your customer or prospect behind every inbound request.

Neustar Customer Intelligence: Identify, verify and segment customers in real time.

Consumers expect personalized interactions whether they call, visit a website or go into a store. But constant change in customer or prospect data makes it a challenge to consistently recognize even frequent customers. Neustar Identification helps marketers complete the profile of each customer and prospect the moment they make contact.

Starting with a single identifier – a phone number or email address – our solutions return complete consumer identification data. You gain an accurate, single view of customers and prospects in any channel – whether you have incomplete records in your own CRM system, or have no record at all.

Recognize More Consumers

Neustar Identification leverages authoritative data from hundreds of trusted sources, constantly verified for accuracy. But data is no help if it's out of date, and consumer information changes constantly – 45 million customers change their phone number every year. Our customer data is continuously updated to ensure scale and currency and enables you to accurately identify even customers who have recently moved or changed their names.

Improve Interactions Across Channels

Our datasets include the broadest range of identifiers – name, home address, mobile and landline phone numbers, email address and more – so you can identify consumers regardless of the channel they use to contact you and track their activities seamlessly across channels. Moreover, Neustar Identification delivers consumer data instantaneously, via a network infrastructure optimized for real-time exchanges, so you can access the data you need to personalize your dialogue and customer engagement.

Leverage and Improve CRM Data

Neustar Identification helps you get more value from your CRM data, even if records are incomplete. For example: A high-value customer calls from a mobile phone number you don't have in your CRM records. But the number is in Neustar's data repository – and is instantly matched with additional identification data. It tags your CRM file in real time, delivering the customer's full record to the call center agent, who can engage the customer more personally. And your CRM data is improved and updated at the same time for any and all future interactions.

Unlock the Value of Data

Neustar Identification is the key that unlocks the value of your customer data when you need it – powering personalized, informed experiences that motivate repeat purchases, increase customer lifetime value, and earn customer loyalty.

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.