



Neustar® Verification

Continuous, real-time information for efficient marketing inbound or outbound across all your channels.

WITH NEUSTAR VERIFICATION YOU CAN:

- Verify your customer and prospect information against authoritative data sources.
- Improve efficiencies and mitigate compliance risks in your outbound marketing efforts.
- Increase conversion rates with more targeted and personalized offers.

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

Business moves faster than ever – which is the way you and your customers want it. But you need to be confident that your customers, prospects and leads are who they claim to be. If that weren't enough to give pause, regulations governing outbound contacts – Do-Not-Call and the Telephone Consumer Protection Act (TCPA) – carry serious fines and other risks for violations. Neustar Verification addresses these issues at the speed of commerce.

Starting with the consumer data you have, Neustar Verification connects names with contact information in real time. You can confirm landline and mobile phone numbers, email addresses, mailing addresses and other data to market with confidence, prioritize contact channels, and mitigate risk – adding confidence and value across all inbound and outbound efforts.

Verify with Confidence

Publicly available information for U.S. households has plummeted by 60% since 2000. Neustar Verification fills the gap, leveraging complete, authoritative, best-of-breed household and business data from trusted sources, verified and corroborated for accuracy, and continuously updated to ensure scale and currency. And because verification methods incorporate privacy-by-design principles, you can verify consumer data with complete confidence.

Increase Conversion Rates

Dropping invalid leads from your marketing follow-up will instantly lift your conversation rates – no more chasing dead-ends. Moreover, once you're confident in the identity of a lead you can leverage additional Customer Intelligence assets from Neustar to prioritize and segment your leads, and develop more relevant, focused offers to further boost sales.

Improve Operational Efficiencies

Our trusted verification resources adapt to multiple implementations, including automated, manual, and hybrid processes, so you can standardize verification procedures and categories across your business. And by eliminating the effort and expense of contacting non-functioning emails, non-working phone numbers and non-existent addresses, your marketing campaigns instantly gain efficiency.

Mitigate Regulatory Risks

With the velocity of change in consumer phone data – 45 million consumers change phone numbers every year – the risks of inadvertently violating regulations like Do-Not-Call and TCPA are very real – and the financial consequences can quickly reach millions of dollars. Neustar Verification offers dedicated solutions that effectively mitigate these risks – and simultaneously improve right-party contact rates.

Add Value to Every Transaction

Neustar Verification improves the results and efficiency of inbound and outbound marketing across every channel, while focused compliance solutions mitigate the risk of expensive regulatory violations. Your business runs more efficiently, more profitably, and more confidently.

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.