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**WITH NEUSTAR CUSTOMER INTELLIGENCE YOU CAN:**

- Leverage authoritative datasets for a complete picture of your customer.
- Verify that your customer and prospect data is accurate and up-to-date.
- Segment your customers into high-performing audiences.

## Neustar® Customer Intelligence

Identify, verify and segment customers in real time.

### Gain an accurate, up-to-date view of the customers and prospects you need to reach.

Marketing success means reaching and engaging millions of customers – but each customer is a moving target. Ask yourself these questions:

- Can I ensure my CRM data is accurate and up to date when I receive inbound contact?
- Can I connect my data to activities in real time to deliver a positive customer experience?
- Can I leverage additional data to create target audiences?

Neustar Customer Intelligence makes this easy, with trusted real-time and authoritative data for you to identify, verify, segment and score your customers and prospects, built on a privacy-by-design foundation.

Combine Customer Intelligence with our Media Intelligence solutions to get a comprehensive portrait of your customer to easily Activate across your inbound and outbound marketing efforts - all through one centralized marketing solution, PlatformOne.

### Identify

- Ensure you know who is at the other end of an inbound request.
- Query in real-time to complete the picture of your customer.
- Move from fractional to complete customer information.

### Verify

- Ensure accurate, up-to-date information for compliance.
- Enable clients to pay for quality versus quantity.
- Follow up on abandoned calls or shopping carts with ease.

### Segment:

- Segment your highest performing customers, regions, behaviors.
- Leverage priority segments to reach the right audience.
- Perform look-alike modeling to extend reach.

### What Makes Neustar Different?

- Complete Data – Leverage Neustar’s golden record of authoritative data sets for complete customer information.
- Faster Information - Verify your customer and prospect information when it matters – in real time.
- Better Segmentation - Segment customers predictively, based on authoritative, real-time data and reliable propensity scores.

### 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).