



Neustar® PlatformOne™

Accurate data. Personalized dialogue.

REAP THE BENEFITS OF A CENTRALIZED MARKETING SOLUTION:

- Link customer interactions with the most authoritative and unique datasets available.
- Combine real-time cross-channel, cross-device intelligence in a single view.
- Fine-tune and personalize the dialogue with your customer across every channel and device.

One platform does it all.

Neustar helps to solve important marketing challenges: a complex marketing ecosystem, rapid consumer changes and the tsunami of data engulfing marketers today. Our centralized solution, PlatformOne, gives you a complete, real-time portrait of your customer based on accurate data, enabling a personalized dialogue across all marketing channels.

PlatformOne links your customer interactions with authoritative datasets so you can identify, verify, and segment your customers in real-time. It combines this with real-time cross-channel, cross device media intelligence leveraging state-of-the-art predictive analytics. And, finally, it leverages a single identity to easily activate insights so you can personalize the message to your customer across both your inbound and outbound marketing efforts.

Know your customer - Customer Intelligence:

- Our trusted, privacy-by-design mandate ensures real-time and authoritative data.
- Quickly and easily identify, verify and segment customers.
- Tie this data to real-world activities for a single view of your customer.

Reach customers efficiently - Media Intelligence:

- Real-time and predictive media insights, bridging offline data with the online world.
- Measure performance across all media and audience data and digital campaigns in a single view.
- Optimize across your media mix to deliver increased reach and new sales.

Make sales personal – Activation:

- By activating customer and media intelligence, you can efficiently fine-tune and personalize marketing strategies across every channel to drive revenue.
- Leveraging a single identity across every channel and device, the integrity of Neustar’s intelligence ensures you a personalized dialogue with your customer.
- One view of all online and offline marketing channels. No more wrestling with overlapping, incompatible point products. A single cloud service lets you create more tailored and efficient campaigns, regardless of where they run.

What Makes Neustar Better?

- Cross-channel measurement of media and audience in real time.
- Close the loop between the offline and online worlds leveraging authoritative data assets to inform inbound and outbound marketing efforts.
- Attribute every sale across your sales funnel, from first touch to last touch (call center, to online engagement to website).

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.