



Neustar® AK Media Insights Pro

Your insights. Your way.

WITH AK MEDIA INSIGHTS PRO YOU CAN:

- Own your own media and audience data
- Save time with prebuilt media and audience profile schemas
- Leverage your own business intelligence and analytics tools

Neustar Media Intelligence: Real-time insights that bridge the offline and online worlds.

Sometimes you need to think outside the box – experiment with all of your data to answer those tricky media questions. Test ideas and drill deeper on different combinations of placements, channels, and audience attributes. Provide recommendations on where to find new market opportunities or simply understand the impact of our client’s brand exposure through out the consumer journey.

Neustar’s new AK Media Insights Pro is a turnkey solution that allows you to uncover powerful insights directly from your own media and audience data.

With AK Media Insights Pro You Will Be Able To

- Own your own data: Tired of having no access to your own media and audience data? AK Media Insights Pro is a query-able environment that you own and control. We’ll set up a dedicated cluster on Amazon Redshift, and deliver your raw, non-aggregated data to your Amazon Web Services Account
- Save time and money: Don’t waste time aggregating data that is complex and unruly. We’ve done the dirty work to normalize the data delivered in a flexible environment with built-in data models for rapid customization. You can spend more time understanding the data and less time massaging it.
- Leverage your own BI tools: Know SQL? Then you are all set. Simply plug in your existing BI tool to AK Media Insights Pro and start flexing your quantitative muscles right away.

We’ll provide you the data and models so you can get your data geek on. With AK Media Insights Pro, your data is ready and waiting ... dive in.

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/marketing-solutions

About Neustar

Neustar, Inc., (NYSE: NSR) is the first real-time provider of cloud-based information services and data analytics, enabling marketing and IT security professionals to promote and protect their businesses. With a commitment to privacy and neutrality, Neustar operates complex data registries and uses its expertise to deliver actionable, data-driven insights that help clients make high-value business decisions in real time, one customer interaction at a time. More information is available at www.neustar.biz.

