



**WITH AK MEDIA INSIGHTS,
YOU GAIN:**

- Actionable insights from all media channels and campaigns to drive increased reach or sales.
- Real-time data and analytics for media and audiences to optimize targeting and make media spend more efficient.
- All KPI's in a single view to deliver results.

Neustar® AK Media Insights

Real-time data for actionable insights.

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

Today's fragmented digital media landscape presents a serious challenge to marketers. The sheer number of options – including multiple media channels and inventory providers – can be a crippling barrier to understanding your media mix and delivering ROI. Can you relate with the following:

- Data locked up in silos across the organization that does not deliver a single view.
- Lack of understanding of how campaigns impact each other.
- Unable to effectively attribute sales across the entire funnel.

Driving Measurable Results With Clear ROI Is Possible

What if you could identify:

- **26%** audience overlap across channels on average.
- An opportunity to scale a successful channel or audience by over **30%**.
- The optimal frequency mix across channels to manage brand versus campaigns.

And the optimization result was:

- **15%** cost savings and **20%** more reach.
- **18%** more conversions.
- **38%** savings from channel reallocation and frequency capping.

With Neustar AK Media Insights, brand marketers can gain actionable and real time insights from media and audience investments to drive higher ROI. We do this by connecting insights across social (including Facebook), search, display, video, rich media, email, mobile, etc.

With Neustar AK Media Insights You Will Be Able To:

- Drive increased reach and sales by discovering best performing audiences and attributes.
- Identify optimization opportunities for reach and frequency throughout the sales funnel by tracking touches from first touch to last touch.
- Optimize media mix decisions while campaigns are in flight versus waiting until they all have run.

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.