



WITH NEUSTAR MEDIA INTELLIGENCE YOU CAN:

- Pinpoint where to invest to grow reach and increase sales.
- Get cross-channel insights in a single unified view, including Facebook.
- Measure performance across all media and audience data in a single solution.

Neustar® Media Intelligence

Real-time insights that bridge the offline and online worlds.

Today's marketers aren't asking for more data but calling out for help. They need to bring all of their siloed data together into one centralized platform and gain the right insights so they can take action. After all, your data contains many clues, but you need the ones that matter—those that help you buy the right media, deliver it to the right audience and meet the KPI you care about.

Make the right investments to target and reach customers.

Ask yourself these questions:

- Am I efficiently reaching potential customers and influencing them to convert?
- Which channels or campaigns drive online versus offline sales?
- Which media partners and datasets work best to reach my customers?
- How do my social campaigns perform versus other digital campaigns?

Neustar Media Intelligence gives you the answers. It delivers real-time and predictive insights, connecting online and offline data, so you can measure campaign performance across all media and audiences in a single view.

Combine it with our Customer Intelligence and Activation solutions for a complete portrait of your customers enabling a personalized dialogue with them - all with one comprehensive marketing solution, PlatformOne™.

Here's what you can do:

AK Media Insights

- Combine both media and audience data in a single platform.
- Measure campaign performance across all channels, including Facebook.
- Effectively allocate media dollars to increase reach and drive new sales.

AK Closed Loop

- Measure performance of exposed versus unexposed audiences to media.
- Attribute actual leads or sales conversions to exposed audiences of campaigns.
- Connect customer touch points, understand online influence on online and offline sales.

What Makes Neustar Different?

- De-duplicated insights across your media and data investments – optimize your media mix with cross-channel, cross-device visibility.
- Data ownership, actionability and portability – ensure your marketing data becomes an in-house marketing asset to reach high performing audiences.
- Close the loop between influence and sales - attribute sales across ALL channels - social, mobile, display, in-store to understand what really works.

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.