



Neustar® Website

Customize offers every time a visitor lands on your website.

WITH NEUSTAR WEBSITE YOU CAN:

- Display offers that match customer interest and propensity.
- Increase interactions and site conversions.
- Understand marketing effort impact on site engagement (whatever drove traffic versus not).

Neustar Activation: Act on media and customer intelligence to personalize your dialogue.

You invest millions in your website and digital marketing efforts to drive traffic. But, without actionable insights on your site visitors, you can't speak to them in the most relevant way. With Neustar Website, you can change that by engaging your customers with the right content, the right offer, or the right product or solution.

Gain the consumer data you need to go beyond multivariate testing. Make informed decisions about displaying offers while tailoring creative to the right audiences. The results: more engaging consumer experiences, more visitor interaction and higher conversion rates.

Gain actionable insights based on your customer data.

With Neustar, get access to thousands of offline consumer attributes so you can display the right offers to the right customers. Combine these with your CRM data to create custom audience segments, leveraging demographic, geographic and psychographic insights. Apply them to all site visitors—customers or prospects, anonymous or authenticated. Multivariate testing provides part of the solution, but doesn't get you to what you really care about: the ability to customize offers that create upsell and cross-sell opportunities.

Understand site visitor audiences and conversion patterns

Leverage your site visitor data to identify high performing audience attributes to realign spend leading to increased reach and sales. This enables marketers to grow conversions based on past conversions across inventory providers. And, understand how paid versus organic traffic drive site visits.

Use analytics and segmentation across your online marketing efforts.

Neustar Website is powered by our proprietary marketing analytics engine. By tying together all online interactions, you'll eliminate wasted impressions by understanding what drives customers to your site and take them down a path that quickly leads to action. The end goal is the ability to qualify and quantify customers and prospects accurately, then execute tactics at scale—in real time, one interaction at a time.

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.