



## Keep Your Data Clean, Your Targeting Precise

You already know the value of matching your existing CRM data to offline data. But how accurate is your onboarded data? Would it surprise you to learn that between 50-70% of your data is completely erroneous, due to imprecise statistical modeling and unresolved identifiers?

Neustar's proprietary 3-step onboarding process ensures the most precise, scalable, secure, and privacy-friendly data onboarding capabilities on the market. Our industry-leading authoritative identity and extensive partner ecosystem eliminate the low-quality linkages that lead to media waste. And because we can tie multiple customer identifiers to a single target, your media strategy remains efficient and effective across all channels. Cleaner data, better reach, more effective targeting and measurement—and that's just the start.

**BENEFITS**

- **Greater accuracy** through over 240 offline data sources
- **More precise targeting** resolving multiple email addresses, phone numbers, and devices to a single target
- **Extended scale** including your online and offline channels
- **Decrease waste** by reducing low-quality linkages and unintended redundant targeting
- **Always fresh data** validated through 2 million inbound connections a day

## Onboarding is Just the Beginning...

If you're only onboarding CRM data, you're leveraging merely a tiny fraction of that data's potential. Neustar lets you segment, activate, and measure on that data—without the data leakage (and headache!) that comes from multiple partners.

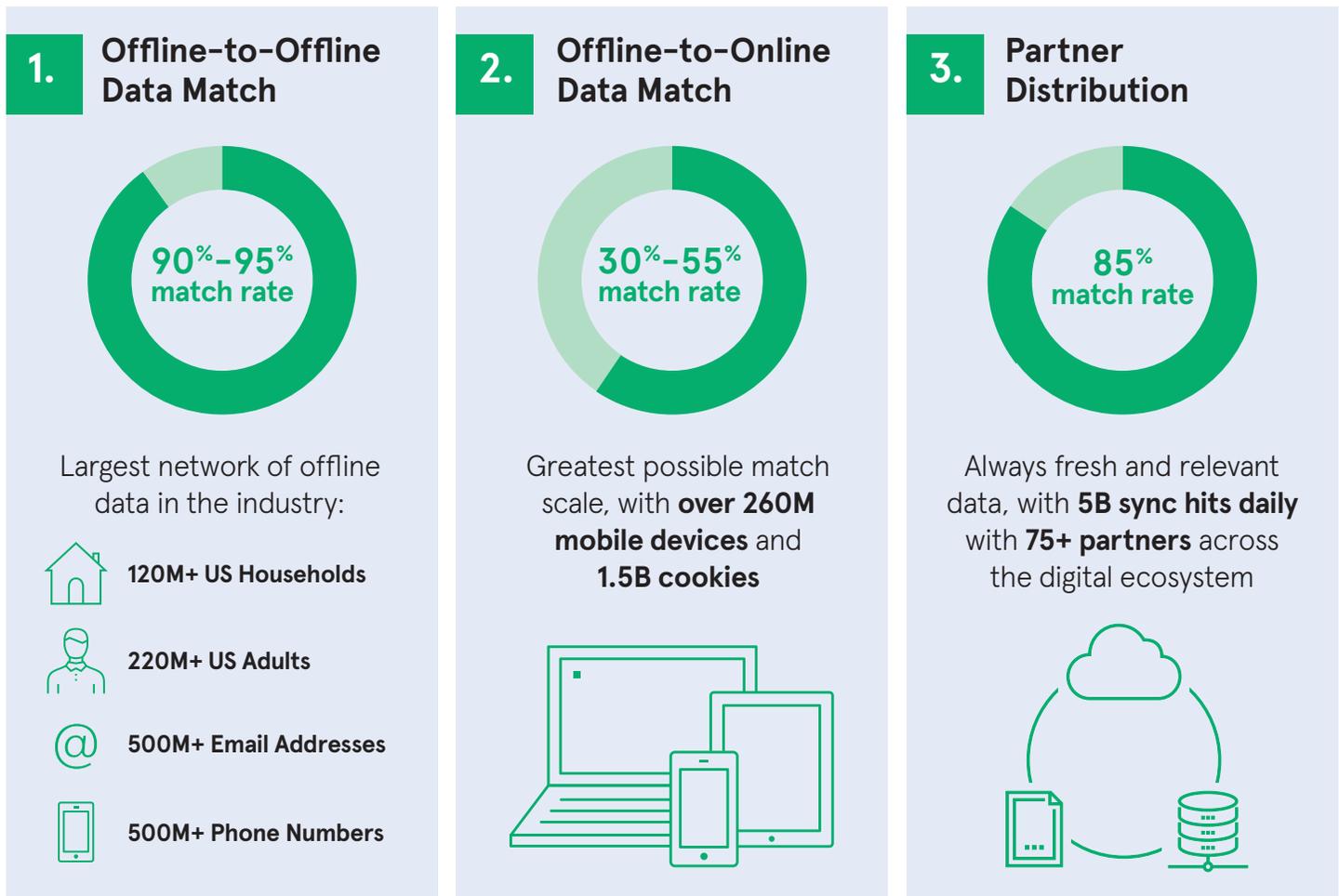
- Syndicate audiences across multiple devices
- Retarget your customer on every channel and device
- Model, pinpoint, and target your best customers and prospects
- Optimize your media mix with intuitive analytic dashboards
- Determine true online/offline ROI with closed loop analysis

Whether you're looking for a full end-to-end solution, or to improve the match rate for your existing onboarding solution, Neustar ensures you have the most complete and accurate customer data, and the means to activate and measure that data.

Less data leakage. More consistent customer experiences across all channels. The industry's leading segmentation, targeting, optimization, and measurement solution. Neustar is here to help.

# Neustar's Proprietary 3-step Onboarding Process

Giving You the Highest Possible Match Rates Every Time



To learn more, visit [www.neustar.biz/marketing](http://www.neustar.biz/marketing)

## 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 <https://www.neustar.biz/privacy/opt-out> or the DAA at [www.aboutads.info](http://www.aboutads.info).

# About Neustar

Neustar, Inc. (NYSE: NSR) is a global information services provider offering marketing, risk, security and communications solutions. As the leader in Connection Science, our mission is to help clients grow and guard their business with the most complete understanding of how to connect people, places and things using authoritative identity. With our commitment to privacy, security and neutrality, Neustar Marketing Solutions helps clients make better decisions about their customers, understand their customers better, activate their customer experiences and manage all of their customer data. Powered by Neustar's OneID system for authoritative identity, our Marketing Solutions include Data Onboarding, Customer Scoring and Segmentation, Audience Activation, Identity Data Management Platform and MarketShare Advanced Analytics.

More information is available at

[www.neustar.biz](http://www.neustar.biz)