



The Right Message to the Right Customer

You know your customers and prospects. But do you know where to reach them at scale? Or how to deliver them consistent messages across your media, website and offline channels? You need a comprehensive targeting solution that gives one view of the attributes and preferences of your customers and high-value prospects, so you can market with precision. That's how you deliver a consistent message and experience across every customer touch point.

Target with Precision

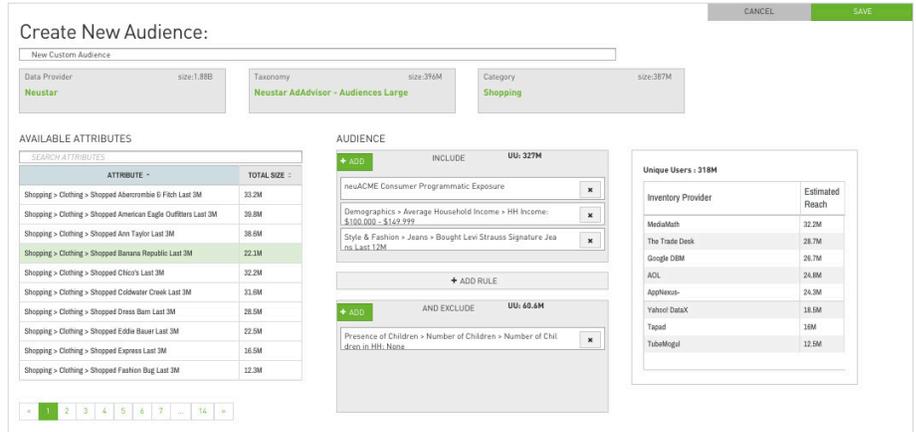
Neustar PlatformOne® empowers you to discover, build, and activate audiences. Using our Audience Planner, a component of PlatformOne, you can create your own custom audiences from your first-party data, or from a library of thousands of attributes from third-party data vendors. You can also evaluate the reach of your

custom audience against our ecosystem of partners so you can plan with confidence. And when you are ready, you can syndicate your audiences to your preferred inventory partners.

Omnichannel Activation

Many consumers visit your website anonymously. High value prospects contact your call center regularly, but often unnoticed. Are you taking full advantage of these consumer touch points? With PlatformOne we can help you convert anonymous interactions into valuable opportunities. We validate every data point and brand interaction against our authoritative Neustar OneID® to drive relevancy from accurate consumer identification. That's how you can truly deliver the right message to the right consumer, everywhere, all the time.

Targeting Capabilities for Omnichannel Marketers



PlatformOne Audience Planner

Attributes Library: Overlay thousands of segment attributes from third-party audience data providers.

Audience Planner: Create targetable audiences from your own data or leverage our data marketplace.

Audience Extension: Leverage your first-party data to identify and reach prospects with attributes similar to those of your high-value customers to increase reach and maximize marketing effectiveness.

Omnichannel Remarketing: Reach and retarget prospects and customers that have shown intent to purchase but have not converted yet at every point of interaction, regardless of channel or devices.

Dynamic Audience Mapping: Gain actionable insights on customers and prospects visiting your site, enabling you to customize web content and offers in real time—with privacy designed in from the get-go.

Audience Syndication: Syndicate custom audiences to our vast ecosystem of global media partners.

To learn more, visit 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.

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