neustar®

LEVERAGING UNIFIED IDENTITY TO FIND THE TRUTH

To be Successful, You Need a Complete Identity Profile Ecosystem That Provides the Most Accurate Demographic and Behavioral Data for Your Customers and Prospects.

Identity Resolution

Trusted Partners

Privacy by Design

Data Ownership

LEVERAGING UNIFIED IDENTITY TO FIND THE TRUTH

PRINCIPLE #1:
IDENTITY RESOLUTION
Creating a Complete View of the Customer.

Authenticated data provided directly by the user (such as emails and phone numbers) is the new currency used across the open web. But identity data is often incomplete, as people change their address, phone number, or email address. You need to be able to rely on an ecosystem that delivers the richest and most accurate data as people travel along their complicated media journeys.

PRINCIPLE #2:
TRUSTED PARTNERS
### Building a Digital Bridge to Fill in Gaps.

Trust is the only way to make sure that marketing performance and consumer privacy don't become mutually exclusive. That's why your unified marketing ecosystem needs to be sustained by a network of top data and technology partners. Leading publishers and data providers need to pitch in to help define the marketplace of the future. And industry association partners at the 3MS, 4As, ANA, ARF, IAB, MMA, and MRC need to be involved as well to realize this vision.

PRINCIPLE #3:
PRIVACY BY DESIGN
Protecting Your Clients While Maximizing Connection.

Informed users get to pick and choose which brands and publishers they share their identity with, and how much of their identity to share with them. To be trustworthy, a marketing ecosystem needs to operate at a level of granularity authorized by the consumer. Rather than dealing with privacy on a case by case basis, some top publishers have already made a commitment to their users that they won't store individual ad exposure data; Instead, they take steps to aggregate that data for an entire user segment before making it available to buyers, sellers, and measurement companies in the ecosystem. Those segments are small enough that the data remains highly valuable, while protecting the privacy of individual users. This technique is called differential privacy, and Neustar is already using it with Facebook, among other players.
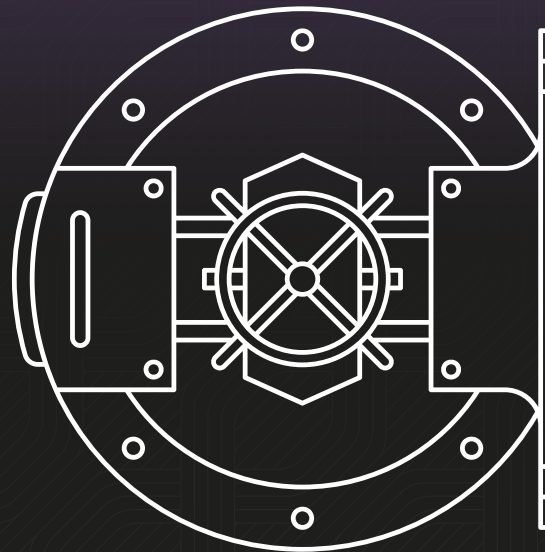
PRINCIPLE #4:
DATA OWNERSHIP
Controlling Your Data. Empowering Actions.

A unified identity-based ecosystem needs to give you ownership over three key types of consumer data:
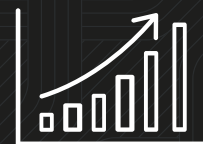
Consumer Predisposition:
including demographics, lifestyle attributes, past purchases, and brand loyalty.

Exposure and Sales Data Across All Key Channels:
including search, display, email, social, TV, radio, digital out-of-home, and direct mail.

Timely Macro-Economic Data:
including inflation, consumer confidence, product seasonality, and natural disasters.

Schedule a consultation and demo of Neustar Solutions

neustar®