Better Customer Data Delivers Better Results

Business success is largely dependent upon its ability to assemble first-party customer data and use it to drive strategy, investment, and customer engagement.

Everyone has data. The question is: “Is your data good enough?”

Collecting and maintaining data for an accurate view of the customer in a CRM system or Customer Data Platform (CDP) is harder than ever. The rapid growth of customer datapoints, fractional identifiers, and privacy concerns, as well as duplicate records, have created addressability and efficiency issues across organizations.

Data is the foundation your team relies on as the basis for customer identity. How can an identity be accurate if the data isn’t? And unfortunately, CRM data providers and CDPs manage contact data, but not identity.

Neustar Customer Identity Management delivers a layer of standardization and privacy that enables verified, compliant, and enriched customer data. Whatever data you have today, we will make it better. We clean, repair, and enrich your customer records to improve your data accuracy—so your team can deliver the performance you need.

**REAL-WORLD BENEFITS**

- **Improve data accuracy** to deliver more relevant connections with more of your customers.
- **Provide an understanding of customer behavior through data enrichment** so your team can drive relevance into interactions.
- **Consolidate customer records and remove costly duplicates with a comprehensive, privacy-safe source of truth.**
- **Reduce costs** and eliminate waste with cleansed, enriched, managed identity.
Unparalleled Identity and Data Accuracy

Our industry-leading identity graph, OneID, links fragmented consumer data to a persistent ID using the richest set of both historical and up-to-date customer attributes and identifiers, based on our authoritative data sources. You can enhance and maintain a complete privacy-ensured view of your customers, while eliminating data loss from platform migrations, acquisition, and disparate datasets.

Enriched Audiences

Neustar enables a precise 360-degree view of your customers to help you better understand customer lifetime value by combining offline and online behaviors with unique sources of individual and device data. With more than 13,000 available audience and profile characteristics, such as age, gender, income, marital status, media consumption, and more, you can not only know your customer but also reach them the way they want to be reached—with a message that is more relevant to them.

Delivery Excellence: Any Way You Want It

Neustar has the intelligence you need, delivered in a way that best supports your business. To ensure we provide premium customer identity management services, we offer a range of delivery options, from bulk or batch using SFTP or your cloud platform of choice to real-time API and “always on” change notification. Neustar’s proactive change notification provides identity updates as soon as they are available, giving you an accurate view of your customers as their identity changes along their journey.

How It Works

First, a client submits data—whether it’s a single real-time transaction or an entire CRM database, we can handle it. Next, Neustar identifies the best matched individual in the OneID identity graph and appends a persistent ID and attributes to the submitted records, along with accurate identifier data such as email, phone, and address. We then populate any missing data and identify any duplicate records in the client’s dataset. For example, in the dataset below, Neustar is able to identify that record 1, John Smith, is actually the same person as J Smith, and that the record for Mary Clark contained an incorrect phone number and was missing address and email information, which was populated into the record. Both records received appended attributes.

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone 1</th>
<th>Phone 2</th>
<th>Email</th>
<th>EKEY</th>
<th>HH Key</th>
<th>Verification</th>
<th>Attributes (examples)</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Smith</td>
<td>123 Main St, Vienna, VA 22102</td>
<td>(571) 545-6789</td>
<td>(325) 212-8255</td>
<td><a href="mailto:J.smith@gmail.com">J.smith@gmail.com</a></td>
<td>123</td>
<td>90876</td>
<td></td>
<td>Age: 33 Gender: M Income: $77K E1: 19 Punch pizza: 279</td>
</tr>
<tr>
<td>Mary Clark</td>
<td>234 Forest Hills Rd, Ashburn, VA 23456</td>
<td>(703) 210-8456</td>
<td>(847) 348-2121</td>
<td><a href="mailto:Mary.clark@msn.com">Mary.clark@msn.com</a></td>
<td>456</td>
<td>98765</td>
<td></td>
<td>Age: 55 Gender: F Income: $60K E1: 79 Punch pizza: 110</td>
</tr>
<tr>
<td>J-Smith</td>
<td>123 Main St, Vienna, VA 22102</td>
<td>(773) 348-2953</td>
<td>(325) 212-8255</td>
<td><a href="mailto:jsmith@univ.edu">jsmith@univ.edu</a></td>
<td>123</td>
<td>90876</td>
<td></td>
<td>Age: 33 Gender: M Income: $77K E1: 19 Punch pizza: 279</td>
</tr>
<tr>
<td>Greg Sanders</td>
<td>456 Center St, Fairfax, VA 22030</td>
<td>(442) 332-9090</td>
<td>(442) 987-1023</td>
<td><a href="mailto:gregs@yahoo.com">gregs@yahoo.com</a></td>
<td>789</td>
<td>98767</td>
<td></td>
<td>Age: 42 Gender: M Income: $50K E1: 90 Punch pizza: 32</td>
</tr>
</tbody>
</table>

-- Data Corrected --
Missing data now populated

Sample Data Only - Not representative of actual file structure, architecture or API
Make Your First-Party Data Powerful

Data is your way of knowing who your customers are, where they live, and what they’re interested in, and it should determine how you market to them and those who look like them. Not only is data powerful; it’s likely very expensive, with realized value falling short versus potential. We want to ensure you squeeze every last drop of intelligence and value from it.

With Customer Identity Management, you can:

- Fill gaps across your customer data and establish a persistent ID
- Receive automated notifications and activation across business rules
- Increase online/offline data matching, so the look-alikes of your best customers can be found
- Enrich your identity data with behavioral and demographic attributes
- Identify anonymous customers—in real time, if you need to

Building Better Intelligence, One Step at a Time:

1. Clean, repair, and enhance your existing customer records
2. Build one view of your customers with a persistent customer ID
3. Enrich identity data with demographic and behavioral attributes
4. Maintain accurate customer data with always-on identity management
5. Connect your offline identity data to the digital world to find new customers
Privacy by Design

Neustar’s commitment to privacy and security provides consistent, coherent governance and compliance as well as democratized data and identity. It enables faster time to market and efficient use of resources. With Neustar, you can have confidence in data that complies with CCPA, GDPR, and future regulations.

OneID is the only foundational identity provider that is a member of these organizations:

Neustar is certified with these organizations:

Neustar is compliant with these programs:

OneID is fully compliant with current laws:

Upgrade Your Customer Data to Customer Intelligence Today

Contact Neustar for an identity health assessment and some peace of mind.
Give your CRM a tune-up, and get your marketing back on its feet.
To learn more, email solutions@team.neustar, call +1-855-898-0036, or visit home.neustar/customer-intelligence.