



BUILD BETTER CUSTOMER PROFILES FOR THE BEST MARKETING OUTCOMES

Impactful analytics and marketing efforts require an accurate view of customer identity. In today's connected world, customers move across multiple devices and touchpoints with fewer opportunities for in-person interaction. Having incomplete identity data, or worse, the wrong identity data in your CRM or CDP puts your efforts and your brand at risk.

Know who your customers really are with accurate and enriched customer identity data to drive better results.

Neustar's Customer Identity File gives you access to the most accurate and complete name, address, phone and email data available. Over 260 million individuals across millions of USPS Delivery Point Validation (DPV®) households are available – compiled, verified, and enhanced with hundreds of demographic, behavioral, financial, property, segmentation and geographic attributes.

Fill in gaps across your existing CRM or CDP records – or build one from scratch – with safe, secure and verified intelligence built with best-in-class privacy compliance and data encryption.

REAL-WORLD BENEFITS

Uncover greater insights with a complete consumer profile of all US households.

Complete or create **customer databases with rich profiles.**

Analyze your market and build intelligence to identify opportunities for new markets, regions, locations, or products—even for unknown prospects.

Enable cross-channel personalization efforts with customer identity data enriched with demographic, psychographic, and behavioral attributes.

Neustar Fabrick Powers Identity-centric Connections Between Brands, Publishers and the People They Serve

Neustar Fabrick is a unified identity ecosystem connecting brands, publishers, platforms and consumers. It powers all our marketing solutions using our unique approach to responsible identity resolution, our comprehensive tagging infrastructure, and our trusted partnerships and data integrations. Neustar constructs a unique identity ecosystem for each of our clients ensuring complete ownership, control, and flexibility to maximize marketing performance and sustainability.

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 for over 260 million people and their addresses, email addresses and phone numbers. With our authoritative data, you can enhance and maintain a complete, privacy-ensured view of your customers to power personalized customer experiences while eliminating data loss from platform migrations, acquisition, and disparate data sets.

Our data, by the numbers:

260M+
individuals

120M+
email addresses

106M+
addresses

106M+
phone numbers,
including data for
85M+ hard-to-find
wireless phones

THE NEUSTAR DIFFERENCE



Get a holistic view of each consumer's true identity and contact information with our proprietary OneID System



Our data pool is refreshed every month and is continuously corroborated against our repository of 300 authoritative identity sources ensuring the most accurate customer identity data available.



We refresh our data at the highest frequency ensuring greater accuracy and data fidelity



Fully integrated and supported by our industry leading Customer Intelligence and Lead Verification solutions



Get best-in-class, privacy-friendly data, matching and activation that reduces redundant spending

Customer Identity Built with Your Business in Mind

Neustar's Customer Identity File provides valuable identity data verified and corroborated against authoritative data sources, including public sources like phone book and directory assistance. We tailor and deliver the data necessary to meet your marketing needs and enable:

- **Verification** against a consistent truth set to ensure data accuracy and usability
- **CRM creation or completion** when you don't have enough first-party data available – or when first-party data needs to be augmented
- **Identity enrichment** and resolution of data or identity fragments to obtain a complete, holistic view of your customer
- **Data hygiene and management** to analyze customer or prospect data for life changes that drive behavioral and purchase changes, such as moving, marriage, or addition of children
- **Find more customers** who look like your best customers and enable prospecting to target audience segments with personalized messages and offers
- **Insights into a customer's style propensities** with persistent brand, style, and purchasing preferences
- **Scores that provide insights** relative to specific industries to drive more successful marketing efforts.

SPECIALIZED SCORES AVAILABLE

Net Asset Value

Score that predicts household liquid assets that can be used to gain insight on net-worth.

Buying Power

Score that determines the ability of an individual to afford a significant purchase based on financial resources and ability to pay.

New Mover

A list of individuals who have recently moved, along with their current and previous address that can be used for offer targeting.

Wireless Carrier Lifetime Value

Score used to determine the potential value of a customer or prospect over the term of the relationship.

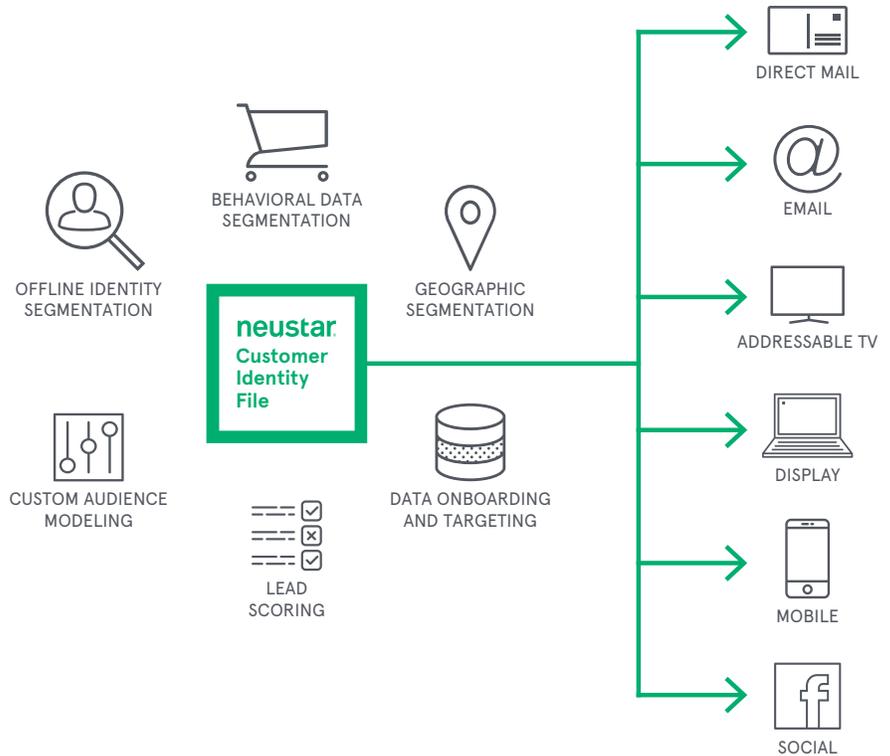
Propensity to Switch Wireless Carrier

Score used to determine the likelihood for a prospect to switch or an existing customer to churn.

How It Works

Delivery Excellence: Any Way You Want It

Depending on your business initiatives and data management capabilities, we tailor and deliver the data to meet your needs. We offer flexible delivery alternatives that include SFTP on a monthly or as-needed basis, or via real-time append to first-party data with Neustar's managed identity solutions. The intelligence you need, delivered in the way you need it.



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.

Improve Your Customer Data Today

Contact Neustar today for a CRM tune-up and get the marketing results you need.

To learn more, email solutions@team.neustar, call **+1-855-898-0036**, or visit home.neustar/customer-intelligence.