



You Need to Know Your Customers to Target Them

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

Stop guessing who your customers really are and start knowing—with accurate and enriched customer identity data.

Neustar Customer Identity File gives you access to the most accurate and complete name, address, phone, and email data available. Our data comes from more than 249 million individuals across 105 million USPS Delivery Point Validation (DPV®) households—compiled, verified, and enhanced with 100+ fields of demographic, behavioral, financial, property, segmentation, and geographic attributes. Whether you are sitting on mountains of customer data or looking to build your own repository from scratch, Neustar gives you the power of true consumer identity.

Fill in gaps across your existing CRM or CDP records with secure, verified intelligence. Keep your organization safe 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** that look just like your actual customers.

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

Enrich customer identity data with demographic, psychographic, and behavioral attributes to **personalize your marketing** and provide relevance across channels.

Data Built with Your Business in Mind

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.

Data by the numbers:

- 249M individuals
- 106M addresses
- 155M email addresses
- 125M phone numbers, including 62M hard-to-find wireless phones

Customer Identity Built with Your Business in Mind

Neustar's Customer Identity File provides valuable targeting and verification data that other providers simply cannot deliver. Ours is authoritative identity data, verified and corroborated against authoritative data sources, including public sources like phone books and directory assistance, plus hundreds of other sources like consumer transaction and government data. Depending on your business initiatives and data management capabilities, we tailor and deliver the data to meet your needs.

- Customer 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 fractional identifiers 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
- Enable marketing to prospect targeted audience segments and find more customers who look like your best customers and provide personalized messages and offers
- Fraud and compliance risk remediation through consistent governance and democratized data and identity—whether via a best-in-class truth set or a pseudonymized environment

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

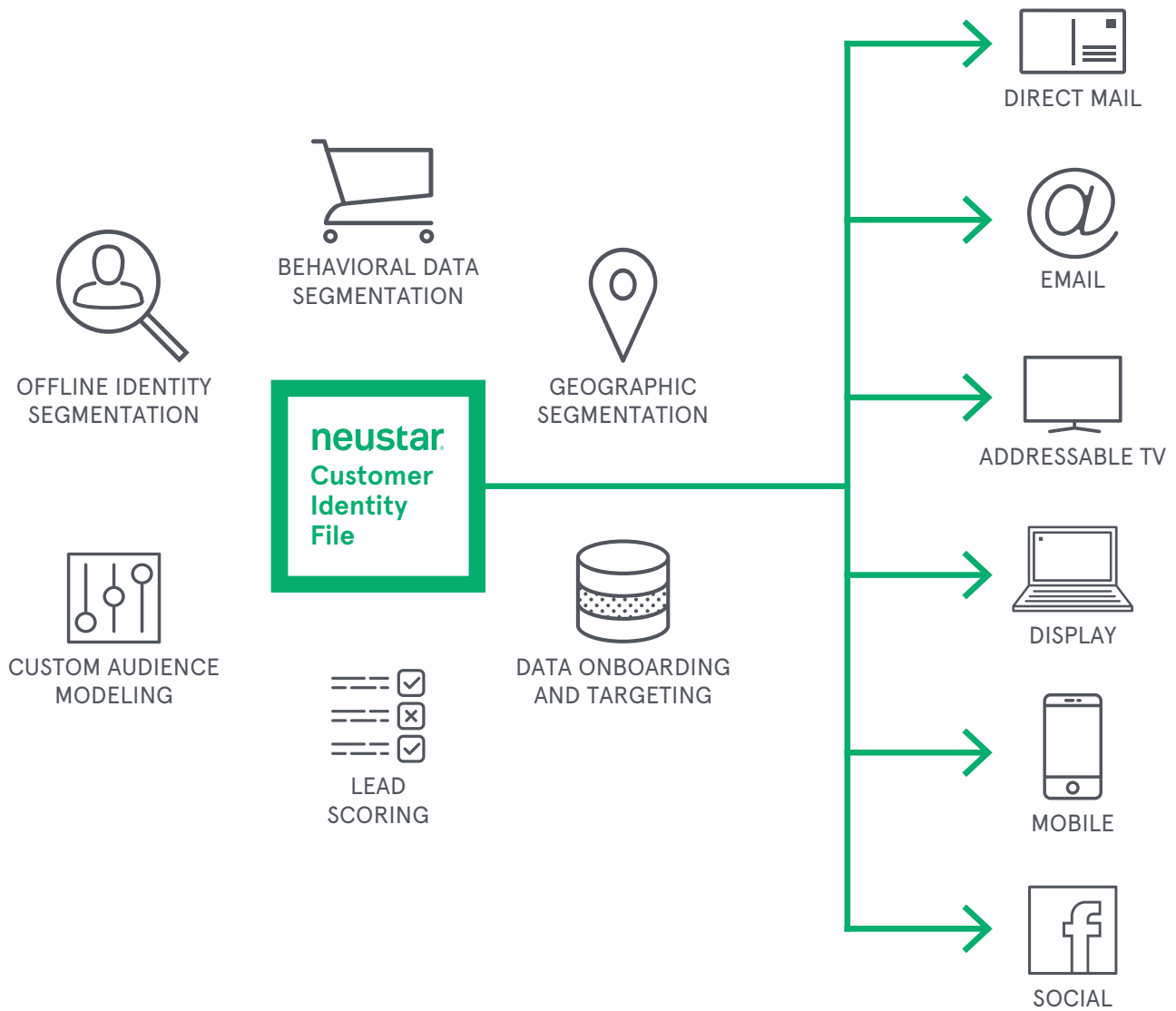


Get best-in-class, privacy-friendly data, matching and activation that reduces redundant spending

How It Works

Delivery Excellence: Any Way You Want It

Neustar has the intelligence you need, delivered in the way you need it. We offer flexible delivery alternatives that include a full or partial file via SFTP on a monthly or as-needed basis—or via real-time appends to first-party data using Neustar’s managed solutions.



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.