



neustar fabrick™

FOR PUBLISHERS

An Identity-Based Solution to Future-Proof Your Business

As we look ahead to a world without cookies, there is a glaring problem for publishers who currently rely on cookies to connect their inventory to an advertiser's media budget. Without cookies, publishers will begin to lose the addressability and measurement fidelity of their media, and as the disconnect grows between brands and publishers, media dollars will evaporate and CPMs will plummet. A recent Google study saw a decrease of 52% in average revenue for the top 500 publishers.

Neustar is building a new way forward for publishers in a cookieless world. Using our identity framework, our robust advertiser relationships, and our trusted measurement solutions – we will not only sustain but grow publisher revenue by ensuring your media is addressable, measurable, and targetable.

The Neustar Fabrick for Publisher solution provides the connection between advertiser data, advertising dollars, and media. Using Neustar Fabrick across media provides a reliable and sustainable key that will unlock premium data-driven media dollars, without the use of a cookie. We have built an ecosystem where your media will be measured fairly, your inventory will be more attractive, and your CPMs will grow.

Join the Neustar Fabrick Publisher Partner Ecosystem today to begin your seamless transition into a cookieless world. Only Neustar can provide the relationships, data, and measurement necessary to create a competitive advantage for your organization using the power of identity.

BENEFITS



Sustain Your Business:

Neustar Fabrick ID provides a reliable replacement for the cookie, connecting your media to advertiser data – unlocking data-driven media dollars.



Deepen Your Relationships:

Neustar's 800+ clients are name brand advertisers and rely on Neustar's identity services and solutions to power their marketing and analytics efforts.



Improve Measurement Fidelity:

As a Multi-Touch Attribution (MTA) Industry Leader, Neustar ensures better omnichannel ad inventory measurability for advertisers using MTA and greater visibility into where publisher partners influence their customers' journey.



Increase Your CPMs:

Neustar connects your media to advertiser authenticated and non-authenticated audiences to increase relevancy and targetability to boost your CPMs.

To learn more, visit: www.home.neustar/fabrick