When You Need a Consistent View of Customers, You Need Unified Identity

UNIFIED IDENTITY

Impactful analytics and marketing efforts require an accurate view of customers. In today’s connected world consumers are complex. With various characteristics and behaviors, they move across multiple devices and touchpoints, making it harder than ever for you to have a unified view.

Neustar’s Unified Identity uses best-in-class data science to create a unified identity graph – across offline and online datapoints and identity fragments – to resolve all types of consumer data for the best, most complete view of your customer. Each consumer and household in our graph – real people in the real world – has a persistent Neustar ID for use in identification, as well as activation.

THE IDENTITY YOU NEED TO DRIVE SUCCESS

This isn’t simple data stitching; this is powerful identity resolution when and where you need it – from your CRM or CDP to your data lake and clean room – for both retention and acquisition purposes. Unified Identity includes:

HYGIENE

- **Validate**: affix persistent IDs to customer records
- **Clean**: identify, de-duplicate, and correct inaccurate data across your CRM
- **Complete**: fill in gaps across your CRM with name, address, phone, email, and additional customer identity data

ENRICHMENT

- **Augment**: enrich records with valuable demographic, psychographic, behavioral and other identity attributes
- **Segment**: machine learning improves your audience segmentation and targeting strategies
- **Model**: Continually optimize performance using advanced data science with custom look-a-like and measurement models.

ONBOARDING

- **Extend**: leverage all of your data’s potential with greater scale
- **Connect**: distribute fresh and relevant data to your partners
- **Reduce Waste**: eliminate low-quality linkages and redundant targeting

ACTIVATION

- **Analyze**: inject your identity data into your data science environment to uncover new insights
- **Target**: improve effectiveness with more relevant and personalized advertising and content
- **Syndicate**: develop your data assets and use clean rooms to explore new data partnerships
OUR STRENGTH

The Neustar OneID Graph powers the top 10 banks, all major credit card issuers, 7 leading utilities providers, 4 leading wireless carriers, and 70% of Fortune 100 brands via:

- 120+ authoritative sources
- Updated every 15 minutes
- 50 billion daily inquires
- 99.5+% persistency
- 95+% coverage in the US

SOLVE YOUR CUSTOMER IDENTITY CHALLENGES TODAY

Neustar gives you the power to know your customers – and enable a data-driven culture – so you can drive effective marketing, more relevant customer experiences and improve return on ad spend (ROAS).

LEARN MORE

Contact Neustar today to start seeing the marketing results you need.