

neustar[®]

Tackling Today's Toughest Marketing Analytics Challenges



Marc Vermut
VP, Marketing Solutions

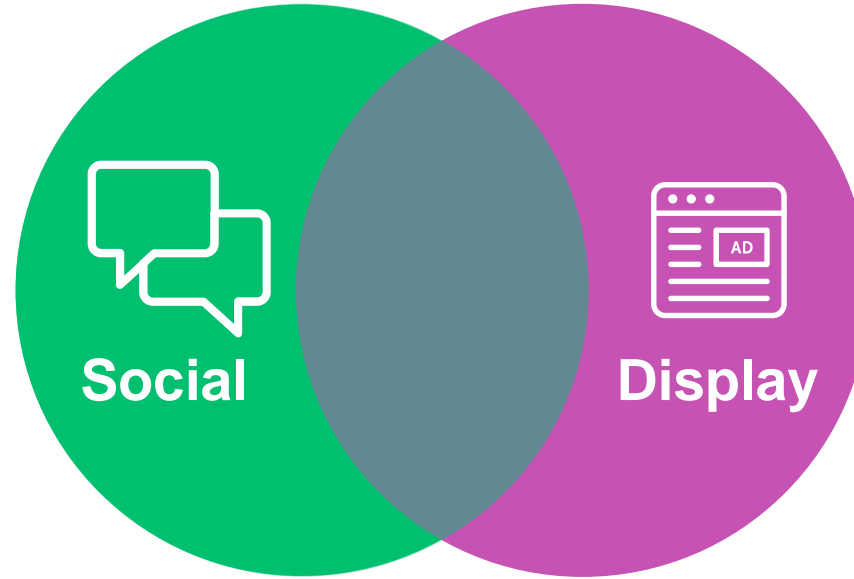
The goal of marketing is to **influence consumers** along their path to purchase



Marketing effectively and efficiently means making **granular and timely decisions**



Reach & Frequency

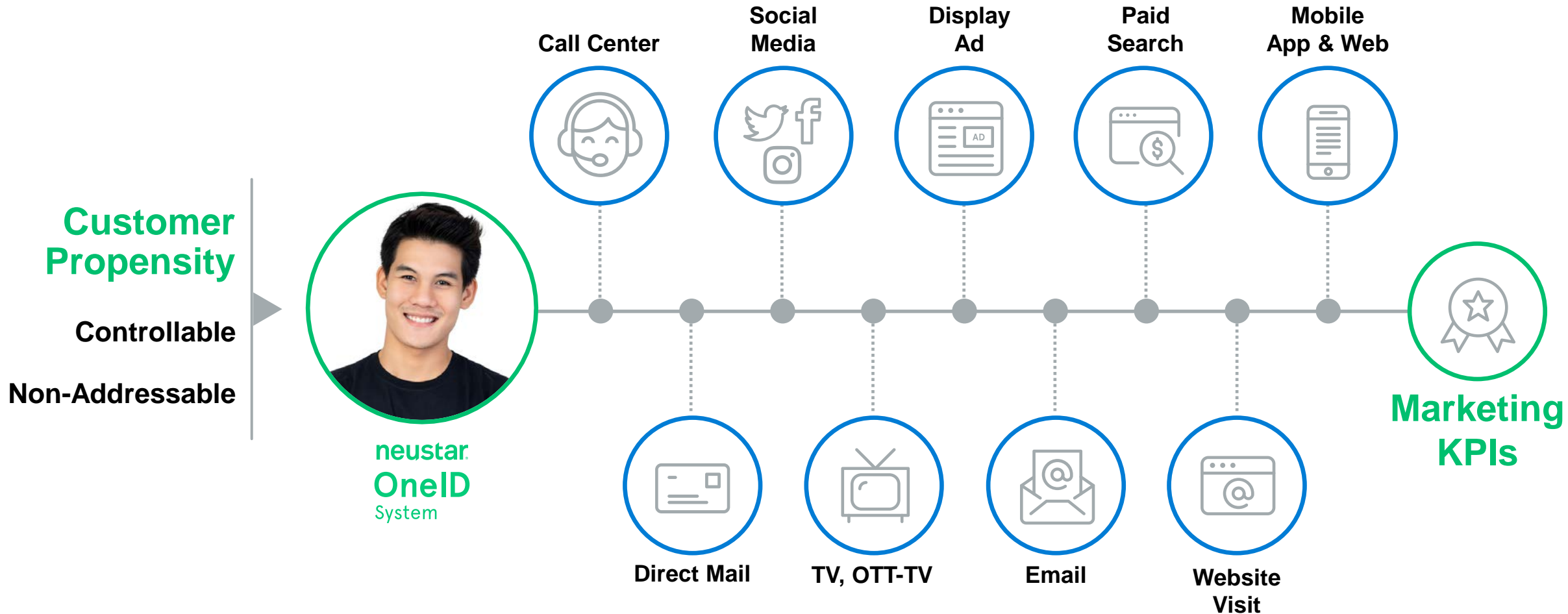


Media Channel



Audience

Leverage the **right touchpoints** to shape that consumer journey



DIGITAL MEASUREMENT JUST GOT HARDER



82%

Internet traffic will be
cookieless by 2022*



1%

CTR for social ads
worldwide**



76%

Consumers concerned
with how companies
use their data***

Sources: * January 2020 StatCounter analysis titled "Global Stats."

** eMarketer, Social Media Marketing Performance Benchmarks, Worldwide, April 2020

*** eMarketer, US Internet Users' Attitudes Toward personal Data Use, April 2019



\$42.3B

in paid social ad spend* is being poorly measured today

Source: eMarketer 2020

Identity Resolution connects the dots across fractional identifiers on & offline



Phone



Cookies



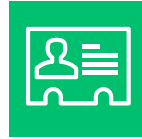
Locations



TV



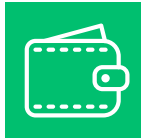
Online Purchasing



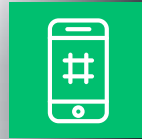
Name



Address



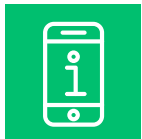
Offline Purchasing



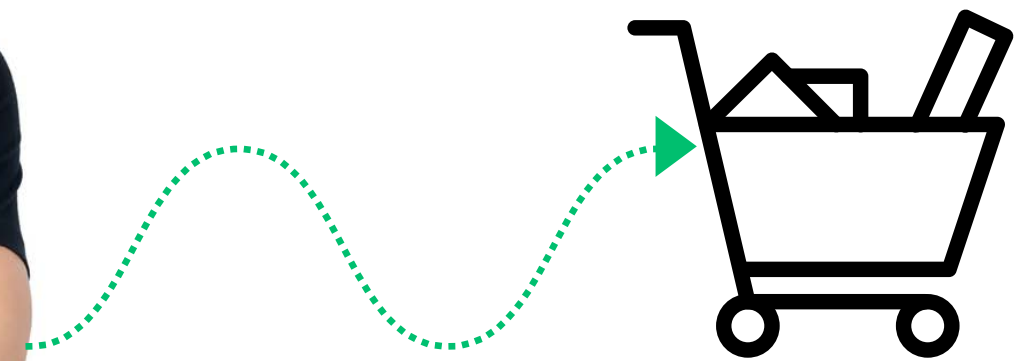
Phone



Email



MAID





Identity syncs provide a
bridge between publishers
and advertisers

MARKETERS CAN'T AFFORD TO FLY BLIND

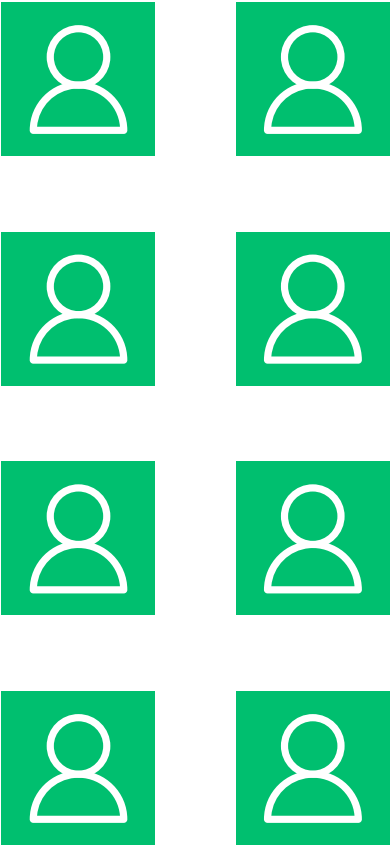


A more private and future-proof approach to measurement

User sets are redefined daily by similarities in demographics, psychographics, and exposure on Facebook

USER SETS BRING FACEBOOK INTO MTA

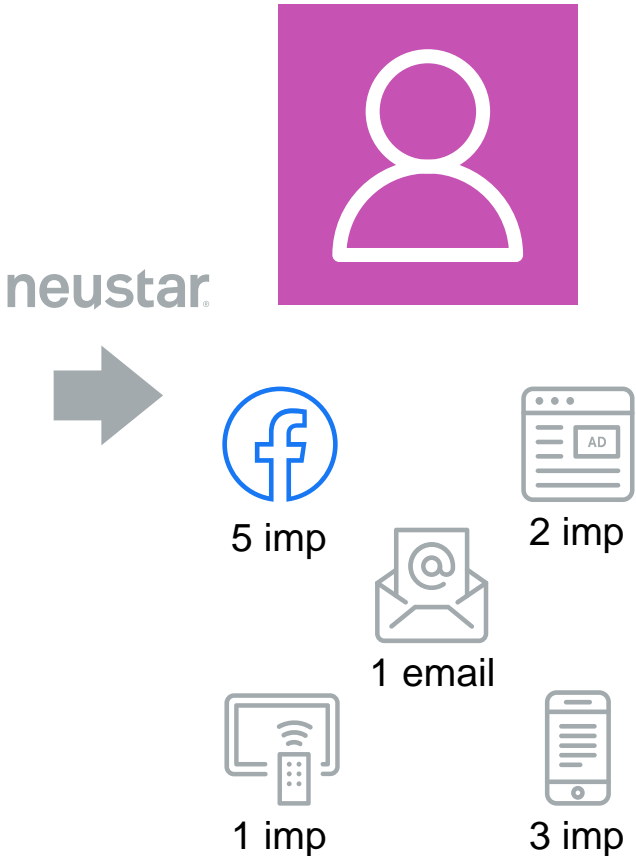
Neustar and Facebook match users based on Neustar's OneID



Facebook groups users into User Sets of 100 daily based on similar engagement with advertising on Facebook



Neustar generates an accurate approximation of the model features at the user-level and incorporates that into our MTA models



TURN INSIGHTS INTO ACTION

A telecom provider found

4x increase

in Facebook performance,
while maintaining efficiency
on par with other channels



Connect ad exposure to both
online and offline sales



Optimize audiences across
channels

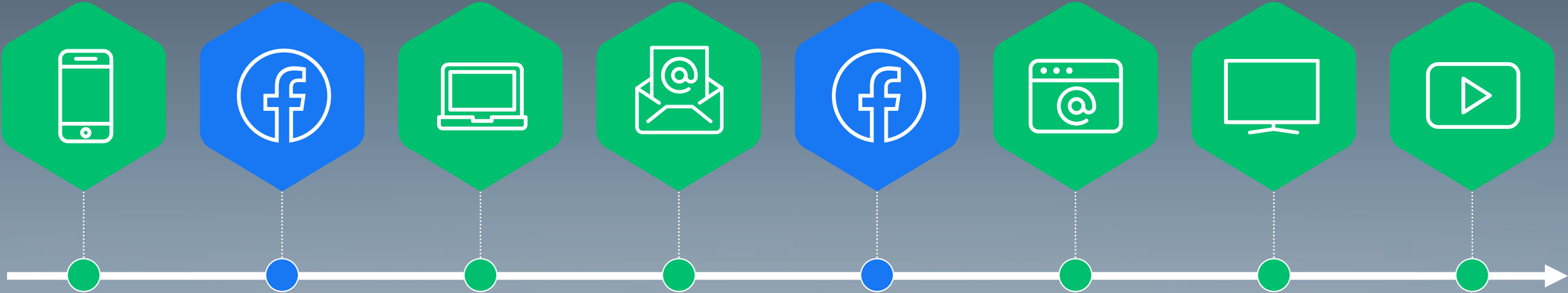


Understand which creatives
perform best within Facebook
and across channels

What can you do to **prepare your organization** for a cookieless future?

- ✓ Evaluate your tech stack and understand how and if you are stitching together all of your customer engagements
- ✓ Establish a relationship with a responsible identity resolution system
- ✓ Make sure you are maximizing your first-party and second-party data assets
- ✓ Forge trusted industry relationships with publishers, platforms, and browsers
- ✓ Evaluate whether your current MTA model is encapsulating the full journey

SEE THE ENTIRE CONSUMER JOURNEY



neustar®