



Neustar Enables Plymouth Rock Assurance to Reduce Marketing Costs While Acquiring More Customers

KEY TAKEAWAYS

Marketing costs

70% ↓
reduction

Cost per sale

30% ↓
decrease

“Decision Navigator enabled us to quickly get off the ground with sophisticated ping/post bidding that has led to profitability and cost savings.”

– **George Hurley**

Director, Marketing Analytics
Plymouth Rock Assurance

More Than Just Insurance.



The Challenge

Plymouth Rock Assurance is a member of the Plymouth Rock Group of Companies, which together write and manage over \$1 billion in annual auto and homeowners' insurance premiums throughout the Northeast. In an industry where speed and accuracy are critical in not only retaining, but also acquiring new customers, Plymouth Rock was focused on creating relevancy and urgency when engaging with prospects. With acquisition costs higher than desired, Plymouth Rock needed a new solution that would allow them to increase their reach without increasing marketing costs.

The Solution

Neustar Decision Navigator helps B2C clients reduce their acquisition costs while increasing profitability using real-time – predictive decisioning combined with enriched consumer intelligence. It enables organizations to implement operational intelligence to automate and improve customer acquisition strategies across an entire organization. Plymouth Rock saw a solution that provided speed to market at a low cost that would be easy to implement and activate.

The Results

Plymouth Rock was able to spend less while simultaneously acquiring more profitable customers. George Hurley, Director, Marketing Analytics is responsible for acquiring long retaining, profitable customers at the lowest acquisition cost. “Decision Navigator enabled us to quickly get off the ground with sophisticated ping/post bidding that has led to profitability and cost savings.” They saw a 70% reduction in marketing costs including a 30% decrease in total cost per sale.

About Neustar

Neustar, Inc. (NYSE: NSR) is a global information services provider offering marketing, risk, security and communications solutions. As the leader in Connection Science, our mission is to help clients grow and guard their business with the most complete understanding of how to connect people, places and things using authoritative identity. With our commitment to privacy, security and neutrality, Neustar Marketing Solutions helps clients make better decisions about their customers, understand their customers better, activate their customer experiences and manage all of their customer data. Powered by Neustar's OneID system for authoritative identity, our Marketing Solutions include Data Onboarding, Customer Scoring and Segmentation, Audience Activation, Identity Data Management Platform and MarketShare Advanced Analytics.

More information is available at

www.neustar.biz