Today’s always-on consumer is spread thin across multiple devices, browsers, and channels making it difficult for brands to gain customers’ attention. This has been a problem for quite some time as the proliferation of consumer touch points continues to grow.

Turning quantity into quality is the first step in maximizing lead intelligence to reduce costs and provide positive customer experiences across channels. Capturing the full attention of your customers and prospects requires knowing who they are at the identity level. Not just where they live, but their demographics, interests, attitudes, and behaviors that all help tell a story to provide the necessary details to create personalized and relevant customer engagement.

Neustar Lead Intelligence™ solutions allow businesses to identify and verify a prospect as soon as a connection is made. Using enriched customer intelligence built on a framework of authoritative consumer identity data, marketers can segment and score individuals turning a new prospect into a qualified lead. Neustar also provides marketers with automated decision-making and workflow management solutions to activate against those qualified leads in real-time. This means shorter sales cycles and more relevant and targeted offers from initial point of contact to conversion.
# Lead Identification & Verification™
- With the input of a single consumer identifier—including phone number, address or email—accurately identify prospects from any touch point in real-time, increasing marketing reach and scale.
- Verify and validate consumer records using Neustar’s authoritative identity, to paint a complete picture of your prospects’ actions across channels.
- Remove lead duplicates and qualify the best prospects prior to contacting or purchasing, reducing operational costs and waste.

# Lead Scoring & Segmentation™
- Enrich lead intelligence with predictive scoring that highlights consumers with the highest propensity to take action, helping you focus on the quality targets to increase sales and conversions.
- Go beyond the score with custom segmentation, delivering insights through the lens of demographic, attitudinal, behavioral, lifestyle and geographic attributes. Use these insights to drive strategic marketing activities, for a multichannel approach to your business.

# Lead Decisioning™
- With minimal IT involvement, business users can create data flows that support better and faster decisions to accept or decline leads.
- Analyze, activate and automate the entire acquisition process with custom business rules and dynamic workflow management to improve operational efficiencies.

## BENEFITS

1. Increase profitability by delivering compelling and relevant offers
2. Boost conversions with real-time authoritative identification
3. Reduce costs by eliminating invalid leads
4. Streamline operations by automating the process

### Delivering ROI for buyers and sellers
- **Lead buyers** can improve conversion and reduce returns by focusing resources on the best leads, easily evaluate lead vendor quality and develop customized lead quality rules built around their specific needs. The result is an increase in profitability by focusing resources on the right leads.

- **Lead sellers** can reduce returns and increase profitability by better managing incoming lead sources (affiliates), minimizing internal manual reviews, and right-pricing leads by lead quality.

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Neustar Lead Intelligence

Solution Sheet

Neustar OneID™ empowers marketers with the data-driven insights needed for true one-to-one customer engagement. Neustar continuously corroborates its identity data with billions of anonymized consumer transactions daily, and links verified offline data, including wireless data, to an identity foundation based on over 220 million adults and 120 million U.S. households. Neustar can further augment consumers’ identities with more than 15,000 offline and online predictive attributes for incentive, creative and messaging optimization, product development, geographic prioritization and media planning.

Commitment to Privacy

Neustar is committed to the responsible use of personal information to help businesses make better decisions and deliver personalized content without sacrificing individual privacy. To accomplish this goal, we have adopted “Privacy by Design” principles, taking personal privacy into consideration throughout the process of designing, building, and delivering information products and services. Neustar cookies do not contain or convey personal information about consumers. For extra protection, Neustar cookies are encrypted. Neustar is an active member of the Network Advertising Initiative (NAI), Mobile Marketing Association (MMA) and the Digital Advertising Alliance (DAA). All users have the ability to opt out of Neustar by visiting https://www.neustar.biz/privacy/opt-out or the DAA at www.aboutads.info.

www.neustar.biz/marketing

For more information, visit

Why Neustar?

Neustar OneID™ empowers marketers with the data-driven insights needed for true one-to-one customer engagement. Neustar continuously corroborates its identity data with billions of anonymized consumer transactions daily, and links verified offline data, including wireless data, to an identity foundation based on over 220 million adults and 120 million U.S. households. Neustar can further augment consumers’ identities with more than 15,000 offline and online predictive attributes for incentive, creative and messaging optimization, product development, geographic prioritization and media planning.
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