

Turn Anonymity into Opportunity

Consumers no longer want to be sold to. They want something that interests them. Then they expect your brand to anticipate their desires and needs. Every customer experience impacts their loyalty to your brand, and so every experience must have value.

But when most of your site visitors are unauthenticated and you are limited to website behavioral data, real personalization becomes a serious challenge. If you're optimizing based on behavioral data signals alone, you risk mistaking interest for purchase intent. How do you drive incremental lift?

Neustar PageAdvisor® bridges the anonymity gap by providing the user preference, demographic, and purchase propensity data you need to deliver relevance and maximize the potential of your website visitors. Our identity layer works hand-in-hand with your website personalization to provide a targeted and relevant experience every time.

Understand Your Non-Authenticated Users

Even visitors who have previously visited your site may not authenticate every time. PageAdvisor builds on your existing CRM data, comparing it against our industry-leading, authoritative Neustar OneID®, providing the privacy-friendly data points you need to serve a relevant experience. No longer is authentication a prerequisite to personalization.

BENEFITS

- **Most authoritative offline database** in the industry
- **Broadest possible coverage** across the digital ecosystem
- **Fastest and freshest attribute data**—no one can get customer info to you more quickly or accurately
- **CRM, demographic, psychographic, and lifestyle** attributes to understand and communicate effectively with your unknown and non-authenticated site visitors
- **Fully compatible** with your existing website optimization platform

Personalize the Customer Experience in Real Time

What if you could present targeted creative and offers to your website visitors, even when you have little to no information about them? With PageAdvisor, you can. Using Neustar's proprietary analytics and segmentation platform, PageAdvisor gives marketers access to thousands of consumer attributes that can be used to segment visitors, inform the customized website experience, increase visitor interaction, and drive greater conversion.

Whether customers or prospects, unknown or non-authenticated, PageAdvisor provides the complete customer insights you need to deliver a meaningful customer website experience in real time.

PageAdvisor Customer Insights

Just some of the types of customer data PageAdvisor can return to inform your website personalization.

E1 Predictive Segmentation	CRM	DMP Audiences
Demographics & financials	Existing/prospective customer	Previous campaign exposure
Lifestyles, opinions, & attitudes	Loyalty card holder	Partner website visits
Product potential & purchase intent	Candidate for upgrade/renewal	Any other audiences within your data management platform
Shopping/browsing behavior	Promotional audience	
Product/device usage	At-risk customer	
And much more	And much more	

“PageAdvisor personalization boosts conversion by 40+%.”

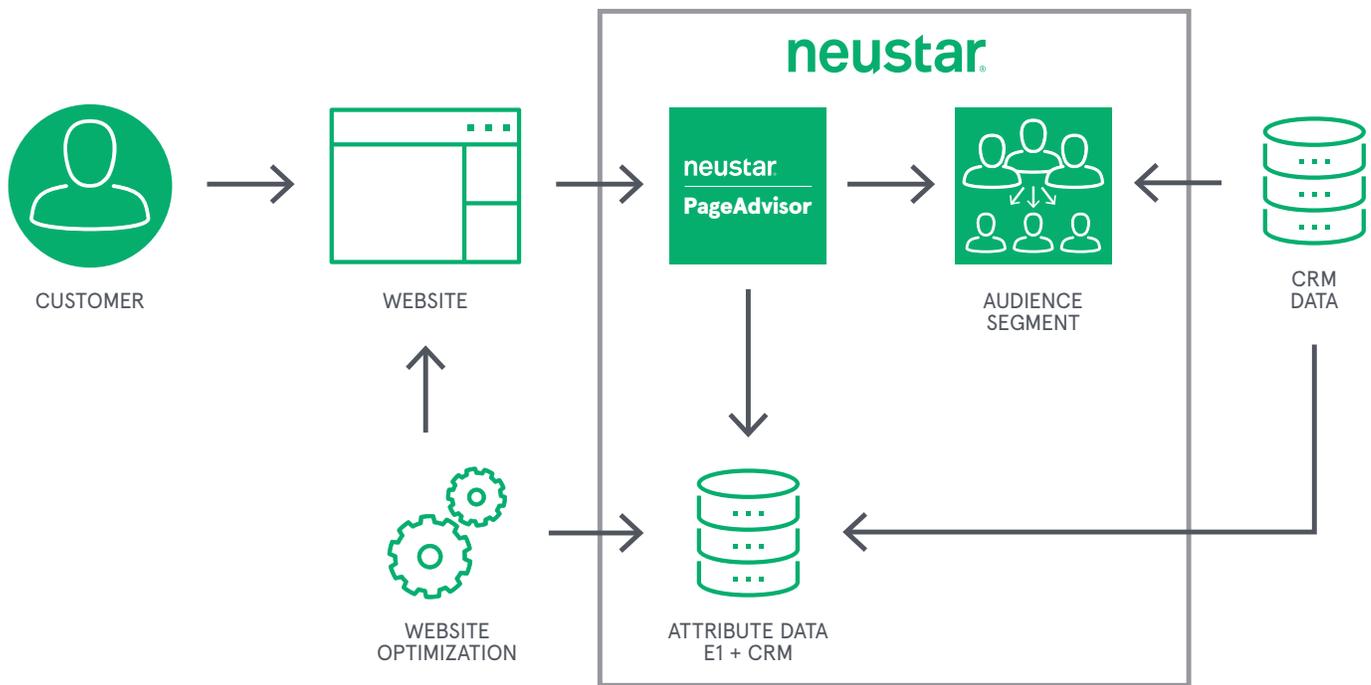
- Lewis Broadnax,
Lenovo.com, North America

Apply Website Learnings Across Your Enterprise

PageAdvisor insights don't end with your website. Take those same audiences and personalize across all experiences, online and offline. PageAdvisor is part of PlatformOne, an integrated marketing platform that constructs a single, accurate view of your customers and prospects across all touchpoints: website, paid media, call center, and more. And with Neustar Professional Services, you always have experts on-hand to assist with the modeling, personalization, and activation of your audience data. Your customers demand a personal experience across every channel. PageAdvisor makes it possible.

How Neustar PageAdvisor Works

After onboarding your CRM data, place the Neustar pixel on your website. With every site visit, Neustar will immediately return attribute or CRM data that your website optimization platform will use to serve a personalized experience.



To learn more, visit www.neustar.biz/marketing

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.

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