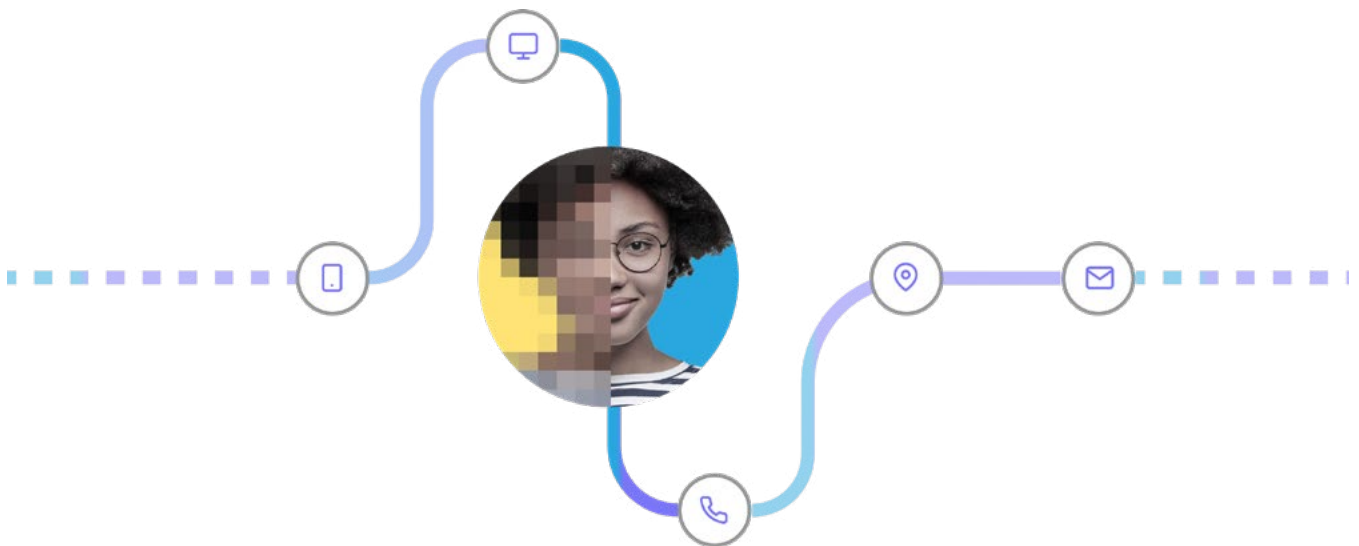


Superior Customer Experiences Powered by Trusted Identity

Brands are always challenged to find new approaches to create impactful customer experiences. As identifiers come and go and regulation and monetization methods shift over time, advertisers need a clear strategy for customer data management and identity.

ActionIQ + Neustar® provide a fully comprehensive first-party data marketing solution, enabling brands to manage their entire customer journey—from the very first interaction onwards.



BENEFITS

More Revenue

Increase conversion and customer lifetime value (CLV)

Better Operational Agility

Rapidly adjust tactics and strategies as you transition to operate without cookies and IDFA

Personalization Improvement

Drive better customer experiences (CX) by giving your whole organization access to comprehensive and accurate profiles

WHY ACTIONIQ

ActionIQ CDP powers a complete CX Hub approach:

- Proprietary InfiniteCompute technology powers unlimited data scale and complexity
- Single, self-service UI for complete customer intelligence
- Orchestrated omnichannel customer experiences
- #1 CDP in customer satisfaction

WHY NEUSTAR

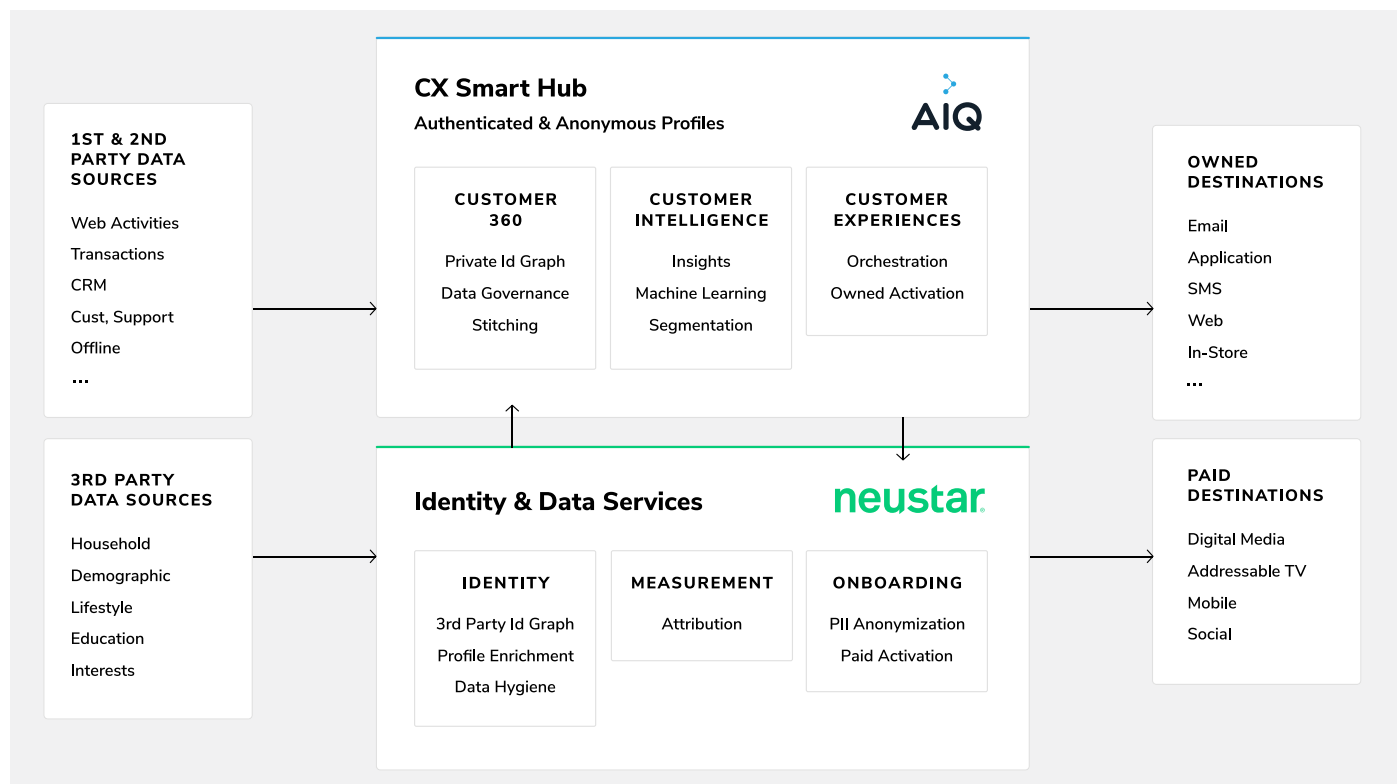
Neustar’s end-to-end identity management solution enables resolution of offline to online identifiers by connecting people, location, and devices:

- Over 250M individuals across 125M+ households - compiled, verified, and enhanced with demographic, behavioral, financial, property, segmentation and geographic attributes
- Connect and augment online and offline data via a single identity infrastructure with linkages across the martech, data science, and CRM-technology worlds

BETTER TOGETHER





- Obtain a complete and accurate profile - across both unknown and known - through a combined and comprehensive identity resolution solution
- Use a single solution to model, segment and activate across all owned and paid channels

HOW IT WORKS







Identity-Powered Customer Experience

USE CASES - ANONYMOUS

USE CASE	HOW IT WORKS
 <p>Prospecting</p> <p>Attract new customers while reducing acquisition costs</p>	<ul style="list-style-type: none"> Find prospects sharing similar traits to your existing high LTV customers by running look-alike models in ActionIQ against 2nd and 3rd party profiles enriched by Neustar. The resulting audiences are used to extend advertising campaigns to look-alike prospects from ActionIQ to any paid media channel integrated with Neustar, rather than spending ad dollars with untargeted blast campaigns.
 <p>Retargeting</p> <p>Grow revenue and increase conversion</p>	<ul style="list-style-type: none"> Identify users who interacted with your brand via owned properties (web or app) but did not convert Retarget these users from ActionIQ via personalized, omni-channel journeys using Neustar paid media onboarding integration to drive more conversions
 <p>Enriching Anonymous Profiles</p> <p>Drive more insights, better segmentation and personalized CX across all owned and paid channels.</p>	<ul style="list-style-type: none"> Enhance first party anonymous profiles stored in ActionIQ using high quality 3rd party data—such as demographic or buying preferences—from Neustar.
 <p>Real-time Web Personalization</p> <p>Improve on-site customer experience to grow revenue</p>	<ul style="list-style-type: none"> Deploy the Neustar pixel on your owned properties for real-time tracking of web visitors across unknown and known users Use this collected information in ActionIQ and feed a web personalization engine to enable personalized experiences Neustar is able to return segmentation data (non-PII) about visitors in real-time for use by your web personalization tool Enable real-time journeys within ActionIQ, sending audience segments back into a web personalization platform, based on a blend of behaviors, 3rd party enrichment, and models

USE CASES - KNOWN

USE CASE	HOW IT WORKS
 <p>Customer Identity Resolution</p> <p>Complete and accurate profiles that are accessible to analytics and business teams enabling customers intelligence and enhancing experiences across channels</p>	<ul style="list-style-type: none"> ActionIQ passes customer profile information to Neustar. Neustar resolves the identity against its OneID identity graph, completing and cleansing the identity data. Offline data collected by the brand is onboarded by Neustar and connected to OneID. Users access a complete and accurate customer profile in ActionIQ.
 <p>Householding</p> <p>Drive customer experiences based on the household to reduce cost and drive revenue</p>	<ul style="list-style-type: none"> ActionIQ provides collected customer identifier(s) to Neustar. Neustar resolves the household identity against its ID graph, along with an individual identifier. Neustar provides both household and individual level demographic attributes.
 <p>Enriching Known Customer Profiles</p> <p>Drive more insights, better segmentation and personalized CX across all owned and paid channels.</p>	<ul style="list-style-type: none"> Customer profiles stored in ActionIQ are shared with Neustar. Neustar enriches the profiles with high quality 3rd party demographics at the individual and household level. Neustar enables scoring your profiles based on thousands of additional attributes in order to define high-propensity segments for targeting.
 <p>Paid Media Suppression</p> <p>Reduce wasted spend and keep acquisition costs low</p>	<ul style="list-style-type: none"> Converted customers are identified in ActionIQ and shared with paid media channels for suppression via ActionIQ's onboarding integration with Neustar.