

THE FUTURE OF MARKETING

Creating a Sustainable Marketing Ecosystem through
Identity-Powered Media and Measurement

neustar®

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THE TIME HAS COME TO BUILD A STRONGER **MARKETING ECOSYSTEM**

Brands. Media. People.

Not so long ago, we lived in a world defined by mass markets, with few media outlets around and very limited targeting opportunities. Everyone read the local newspaper and shopped at the same corner store.

The internet changed everything. Today, people are global consumers, with millions of media channels at their fingertips and immediate access to products from around the world. To reach them efficiently, you need addressability at the heart of your marketing efforts.

But addressability is under threat. Privacy regulations like GDPR and CCPA are creating new boundaries around what publishers can do to identify users and what brands can do to

reach them. It's not just that cookies are going away. Marketers are bogged down every day by measurement blind spots, data inconsistencies, and siloed campaign activation processes.

The world of marketing has shifted, creating a rift between brands and consumers. We need to build a new ecosystem that can withstand constant disruption and maintain real connections between **brands, media,** and **people.**

Enter **Fabrick**: a Neustar initiative that brings together the most powerful identity-based data assets in the industry to solve today's problems and help marketers thrive in the omnichannel world we now live in.

Join us and let's rise above the fray.

HERE'S WHY MARKETING NEEDS TO CHANGE

The current tide of consumer privacy standards around the world has far-reaching consequences for the marketing industry.

Cookies are going away, but other perishable IDs (like Mobile Advertising IDs, or MAIDs) and smart ID workarounds (like fingerprinting technology) are in the line of fire too. Browsers are making it easier to block ads and cross-channel targeting. Walled gardens are jealously guarding their users' data. Without a comprehensive retooling of the underlying ecosystem, your ability to work with consumer data is going to be seriously compromised.

What parts of your marketing and media efforts are in jeopardy?

For Brands:

- ❌ Segmentation and Targeting
- ❌ Omnichannel Personalization
- ❌ Multi-Touch Attribution

For Publishers:

- ❌ Inventory Addressability
- ❌ Omnichannel Measurement
- ❌ Fair Valuation and Attribution

MAKE YOUR **MARKETING** INVESTMENTS COUNT

If you had a clean slate, what would you like to achieve with your marketing investments?

For Brands:

- ✓ A complete and accurate view of my customers
- ✓ Less waste, more reach, and high-quality prospects
- ✓ Better segmentation and relevancy for my campaigns
- ✓ Truly unified cross-channel measurement
- ✓ Higher return on ad spend
- ✓ Privacy-centric data strategy

For Publishers:

- ✓ More relevant and valuable inventory
- ✓ Fair valuation of my ad inventory
- ✓ More loyal and attentive visitors
- ✓ Better customer experience (personalization, frequency caps)
- ✓ Fair measurement and attribution
- ✓ Higher CPMs

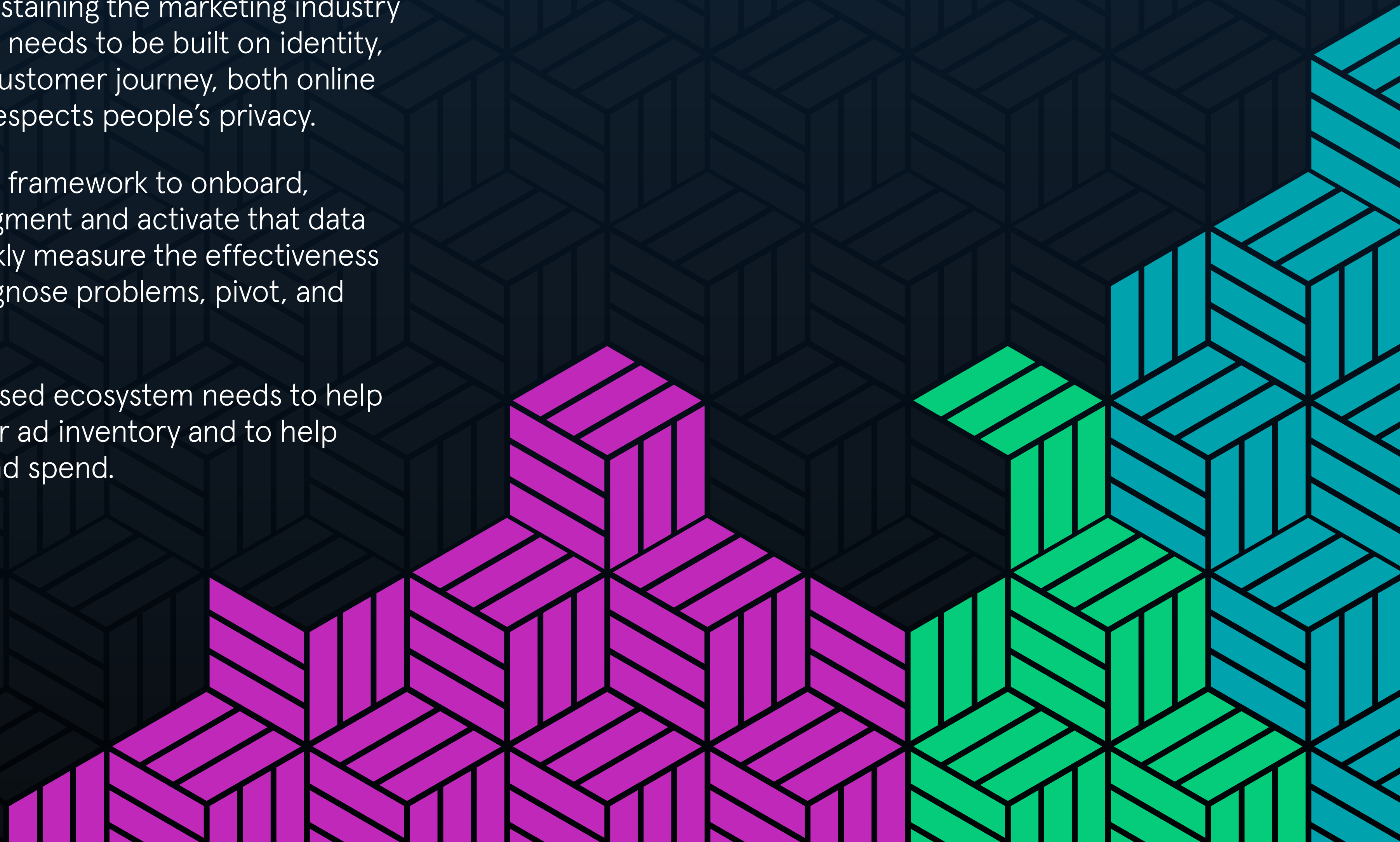
THE SOLUTION: CONNECTING BRANDS, MEDIA, AND PEOPLE

THE **BUILDING BLOCKS** NEEDED TO BUILD THIS NEW *ECOSYSTEM*

We need an ecosystem capable of sustaining the marketing industry for years to come. That means that it needs to be built on identity, not cookies; account for the whole customer journey, both online and offline; and do so in a way that respects people's privacy.

It should also give marketers a robust framework to onboard, verify, unify, and enrich that data; segment and activate that data in omnichannel campaigns; and quickly measure the effectiveness of those campaigns to be able to diagnose problems, pivot, and optimize as necessary.

In short, this new unified, identity-based ecosystem needs to help publishers maximize the value of their ad inventory and to help brands optimize the return on their ad spend.



THE **CORE PRINCIPLES** OF A UNIFIED, IDENTITY-BASED *ECOSYSTEM*



**Identity
Resolution**



**Trusted
Partners**



**Privacy
by Design**



**Data
Ownership**

WHAT IS IDENTITY TODAY?

Think of identity as a master profile for each of your customers.

It includes demographic and behavioral data for your customers and prospects: geolocation data, shopping habits, lifestyle data, and the like. It also includes detailed touchpoint data for all the media they're exposed to on all the channels they interact with: web, mobile, email, TV, etc.

The key is that this master profile comes with identifiable information. Think: name, address, phone, and email. It's accessible from all the platforms connected to the ecosystem, and it's checked in real time for accuracy using the richest and most reliable sources in the industry.

Demographics
& Behaviors



Devices &
Touchpoints



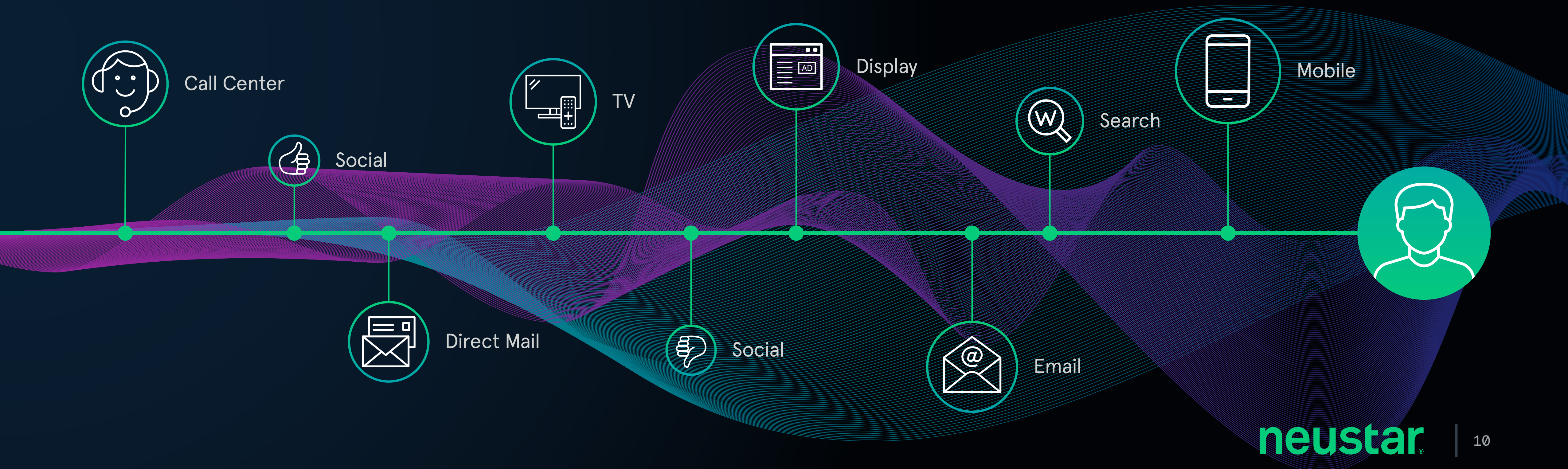
PRINCIPLE #1: IDENTITY RESOLUTION

Authenticated data provided directly by the user (such as emails and phone numbers) is about to become the new currency used across the open web. This is great news. A system based on this type of data will make it possible for marketers to provide consistent, personalized engagement wherever people travel along their complicated media journeys.

But identity data is often incomplete, and it changes all the time. Every year, millions of people change their address,

phone number, or email address. Millions more change their name. You don't have time to keep track of it all. With so much riding on that data, you need to know that the ecosystem you rely on simply has the richest and most accurate data around.

That requires world-class identity resolution; top encryption and data security; and seamless identity sync throughout the whole ecosystem.



KEY BENEFITS OF **IDENTITY** RESOLUTION



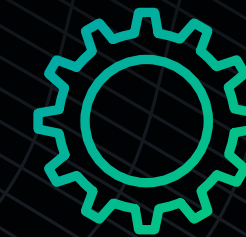
Makes a fragmented media whole

With identity resolution, fragmented IDs can be stitched together to produce the most accurate view of each customer.



Builds unified customer experiences

With identity resolution, you have access to the complete online and offline customer journey of an individual or household, allowing you to design more holistic experiences.



Integrates your martech stack

With a common currency powering the entire infrastructure, you have a single source of truth at your fingertips—not a tangle of disconnected martech products.



Protects users' privacy

Identity resolution allows you to automatically take privacy regulations into account and design campaigns that make the most of the data that users are comfortable sharing with you.





IN ACTION: TELCO BOOSTS CONVERSIONS WITH REAL-TIME IDENTITY RESOLUTION

Problem:

A major telecom retailer wanted to increase in-store conversion rates and provide a more unified customer experience across media touchpoints.

Solution:

Neustar provided the client with real-time identity resolution, enriching all customer profiles with key missing attributes. This made it possible for the client to accommodate complex promotion eligibility rules at the point of sale by combining detailed demographic, psychographic, geographic, and behavioral attributes.

Results:

The retailer saw an

82%

increase in in-store conversion rates.



PRINCIPLE #2: TRUSTED PARTNERS

A unified marketing ecosystem needs to be sustained by a network of top data and technology partners. Leading publishers and data providers need to pitch in to help define the marketplace of the future. And industry association partners at the 3MS, 4As, ANA, ARF, IAB, MMA, and MRC need to be involved as well to realize this vision.

It's a group effort. A networked ecosystem is only as good as its weakest link, and so trust, security, and transparency ought to be at the heart of it, and all partners ought to be held to the same high standards.

Trust in the system is the only way to make sure that marketing performance and consumer privacy don't become mutually exclusive.





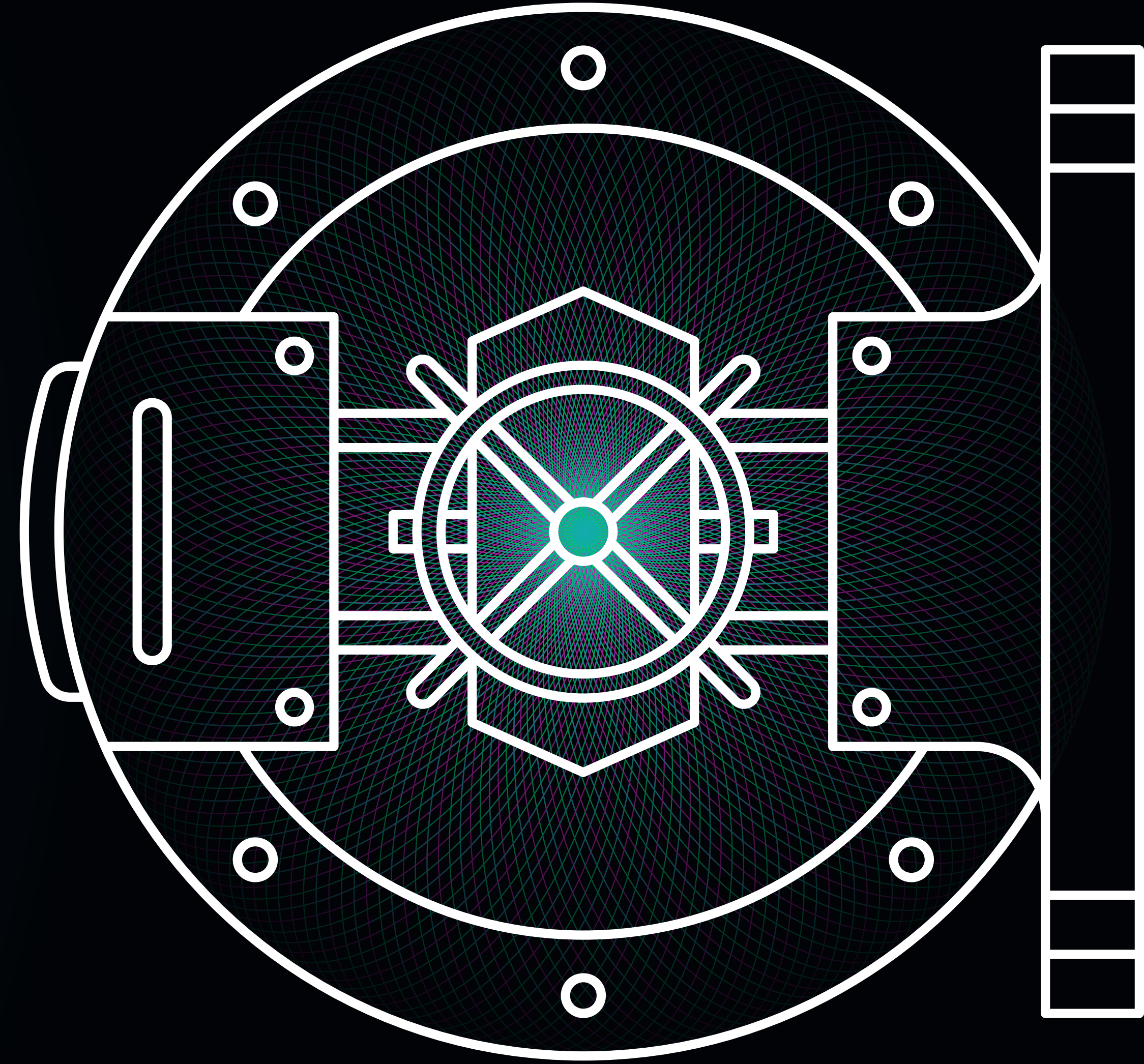
PRINCIPLE #3: **PRIVACY BY DESIGN**

Privacy is much easier to manage in a world where consumers authenticate themselves to access apps and websites. But it's not a given.

Informed users get to pick and choose which brands and publishers they share their identity with, and how much of their identity to share with them. To be trustworthy, a marketing ecosystem needs to operate at a level of granularity authorized by the consumer.

Rather than dealing with privacy on a case by case basis, some top publishers have already made a commitment to their users that they won't store individual ad exposure data, but rather aggregate that data for an entire user segment before making it available to buyers, sellers and measurement companies in the ecosystem.

Those segments are small enough that the data remains highly valuable to all the players in the ecosystem while protecting the privacy of individual users. This is a technique called *differential privacy*, and Neustar is already using it with Facebook, among other players. That capability should be an integral part of any unified ecosystem.





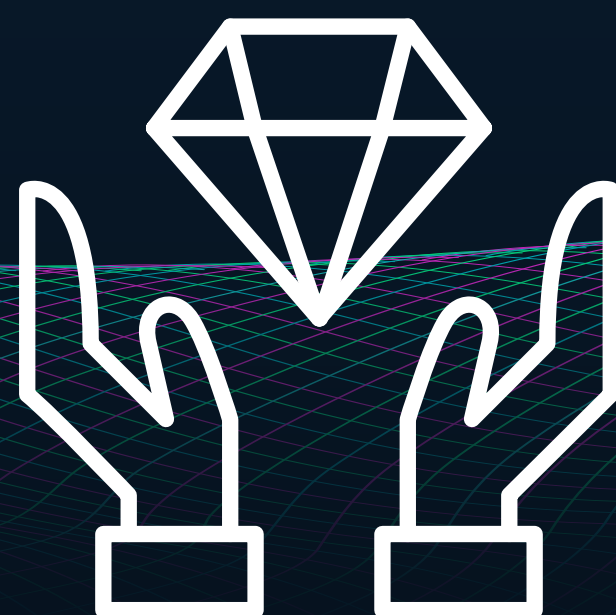
PRINCIPLE #4: DATA OWNERSHIP

A unified identity-based ecosystem needs to give you ownership over three key types of consumer data:



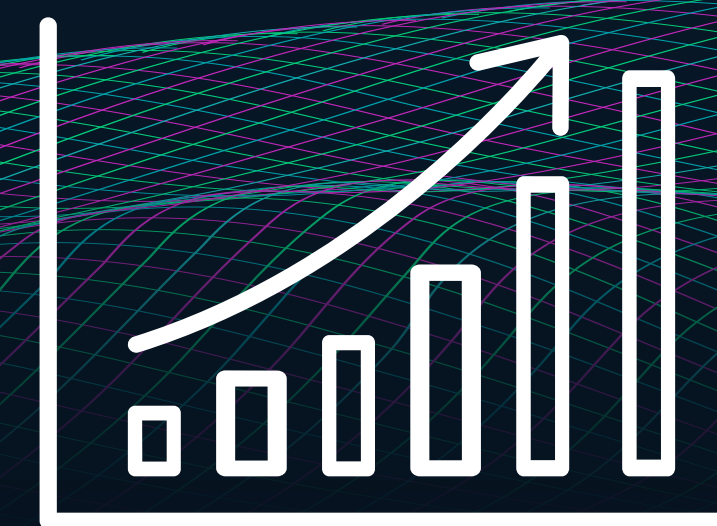
Consumer predisposition:

including demographics, lifestyle attributes, past purchases, and brand loyalty.



Exposure and sales data across all key channels:

including search, display, email, social, TV, radio, digital out-of-home, and direct mail.



Timely macro-economic data:

including inflation, consumer confidence, product seasonality, and natural disasters.

Marketing initiatives succeed and fail based on the scale and accuracy of that data. Everything you do (MMM, MTA, audience planning, segmentation, etc.) depends on it. And over time, campaign after campaign, you can use it to build better consumer profiles and more efficient activation strategies – and build your **competitive advantage**.

You own that data and ought to have complete control over how to use it.

IN ACTION: HOME RETAILER COZIES UP TO NEW CUSTOMER SEGMENTS

Problem:

A leading home goods retailer and furniture manufacturer had no cross-channel view of its customers and couldn't identify high-value customers.

Solution:

Neustar deployed an enterprise-level solution to fill gaps in the client's customer data, and to target 'high-propensity' customer segments while protecting their privacy.

Results:

74%

identity verification
among existing
customers

50%

identity verification
among anonymous
website visitors

New high-propensity customer segments responded to the next campaign with a

32%

higher conversion rate across all channels. With higher basket size and lower cost of acquisition to boot.





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FABRICK IS THE ANSWER

The truth is, no one really knows exactly what tomorrow will look like. Your marketing needs will continue to evolve, no doubt. That's why this new ecosystem must be designed from the ground up to adapt and evolve with you.

Fabrick is that new ecosystem, and it's here today to help you make the most of your data-driven marketing projects. And it will be here tomorrow to help you meet inevitable new challenges and sustain the growth of your business well into the future.

Fabrick is built to stand
the test of time.

ARE **YOU** READY FOR CHANGE?

Is your organization ready for change? See if these questions resonate with you and others on your team:

- | | |
|---|---|
| <input type="checkbox"/> Are you concerned that cookies are going away? | <input type="checkbox"/> Are you concerned that your data practices might expose you to privacy infractions? |
| <input type="checkbox"/> Do you find the current marketing ecosystem too complex to keep up with? | <input type="checkbox"/> Do you feel like you're not always seeing a full omnichannel view of your customers? |
| <input type="checkbox"/> Do your martech solutions take too much time and effort to manage? | <input type="checkbox"/> Do you suspect that your customer data might not be entirely accurate? |
| <input type="checkbox"/> Are you tired of wasting money trying to reach obsolete or duplicate customer records? | <input type="checkbox"/> Are you leaving money on the table every time you buy or sell media? |

If you answered **'yes'** to any of the above questions, contact Neustar today at fabrick@team.neustar to find out more about how a Fabrick-powered solution that thrives on identity, not unreliable cookies, can serve your business.

Calling All Marketing Change Agents

The way marketers do their jobs will continue to transform as the industry adjusts to life without cookies. Streamlined approaches to privacy-safe identity resolution will propel the marketing industry forward.

To truly realize the potential for an improved marketing ecosystem, industry organizations and leaders must come together to advance viable

new standards. We believe higher performance can go hand-in-hand with the ethical use of consumer data.

To pave the way, Neustar has established the THREEE Marketing Council. It's an important industry initiative to facilitate an ongoing, collaborative discussion between partners and drive action toward a thriving marketing future.

We want to hear from you.

Join the THREEE Marketing Council today and contribute to this important mission.

LEARN MORE



ABOUT NEUSTAR

Neustar is an information services and technology company and a leader in identity resolution, providing the data and technology that enables trusted connections between companies and people at the moments that matter most. Neustar offers industry-leading solutions in Marketing, Risk, Communications, Security and Registry that responsibly connect data on people, devices and locations, continuously corroborated through billions of transactions. Neustar serves more than 8,000 clients worldwide, including 60 of the Fortune 100. Learn how your company can benefit from the power of trusted connections here: home.neustar