5 WAYS TO SHARPEN YOUR AUDIENCE TARGETING

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THE RIGHT MESSAGE TO THE RIGHT PERSON AT THE RIGHT TIME.

In the age of digital marketing, it can mean many, many things. Here are five best practices to help you demystify audience targeting and find ways to improve. Together, they can bring laser focus to your campaigns, lift media ROI, cement consumer relationships and, yes, drive sales.

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1:

UNLEASH YOUR CRM DATA.

Behold the king of the jungle.

What happens when you consolidate your CRM data and connect it across your marketing channels? Your campaigns start to roar, that's what.

Your customer data is king of the audience-targeting jungle. Connected in the right ways, all that website, call center, purchase history, and loyalty data you've collected for years lets you target the right consumers with more personalized messaging. Use it to drive conversions through social, mobile, display, email, and other channels.

The impact is enormous. Leveraging CRM data to target new audiences showed a 39x improvement in conversion, according to the Neustar Media Intelligence Report (January 2015).

Re-engage lapsed customers.

Say you're a bank that wants to re-engage customers who haven't used their credit cards in the past 90 days. Onboard your CRM data with flags identifying lapsed and current card users. Then run a display ad and mobile campaign targeting lapsed users only, offering a $20 statement credit for purchases over $100.

Find new high-value customers.

Or say you're a department store that wants to drive incremental revenue by finding luxury shoppers who aren't buying from you. Identify segments that spend over $500 and match them with authoritative household and consumer databases (like Neustar's). Reach these prospects through their favorite media or shopping sites, using platform partners you trust, and run a display and social campaign offering 20% off when people spend $150 or more.

Remarket to website visitors.

This time, you're a travel site looking to drive Fourth of July bookings. Using onboarded CRM data, match hotel booking history and site membership with household and consumer data. Create custom segments and target each with tailored email and social messaging, showing images of hotels in customers' historical range.

TIP: INSIST ON AUTHORITATIVE DATA.

In assessing onboarding tools, be sure to ask if they're based on authoritative identity. Even highly popular onboarding tools often lack this feature, even though it's the best way to get the highest match rates.

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2: LEAPFROG THE COMPETITION ON MOBILE.

It's an under-valued channel.

In today's multi-device world, all channels are important. After all, on average, U.S. households have 5.7 devices (source: e-Marketer). But one channel is fully ripe for greater ROI. We speak of mobile, the channel tapped for certain superstardom, though many marketers are hedging their bets.

Experts predict that mobile spending will top $44 billion in 2017. Already, mobile accounts for 35% of consumer media time. But because of advertiser concerns around targeting accuracy and technological constraints that limit effective measurement, mobile now only gets 9% of ad dollars.

**With more accurate data,
you can hit your mobile target.**

That's all starting to change. Neustar, for example, works with an ecosystem of partners to target high-performing audiences across all channels. This helps you find customers wherever they are, and in particular, activate mobile audiences. Because we are agnostic – we don't buy or sell media – you can trust that the metrics are unbiased.

In fact, we'll even help you activate your mobile targeting. It all adds up to more bang for your buck – and more precise mobile campaigns.

This company doubled user engagement.

Here's a real-life example. A satellite service provider worked with a Neustar partner to target competitors' customers on mobile. Blending mobile audience data with Neustar offline data, the company was able to personalize messages and target offers. As a result, the click-through rate doubled. Accurate data made it possible. Said our partner, "It worked beautifully."

Imagine what you could do with reliable mobile targeting. At a minimum, your omni-channel marketing would be omni in more than name.

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3:
BE PERSONAL.
(THEY'RE CUSTOMERS,
NOT MANNEQUINS.)

Flesh out your customer profiles.

Okay, you've onboarded your CRM data to a powerful marketing platform. Better yet, let's say you've chosen Neustar PlatformOne. Now you can overlay that data with numerous datasets – vast, specific, and scalable household-level information.

This lets you go beyond demographics to pinpoint groups of households with similar characteristics, interests, or attributes. Offline data is the key, including category, brand, and media preferences.

Look-alike targeting at-scale.

Imagine you're a Lexus dealer. Your CRM data tells you a lot about people who buy your cars. But the plot really thickens when you draw on Neustar's database of 220 million U.S. adults and 120 million households.

What segments look like your very best customers? What makes and models of cars do they buy? And what about other luxury spending like travel or electronics? These details can shape your creative imagery and suggest co-branding opportunities. Add to this the media your look-alike prospects consume and you can customize campaigns served exactly in the right places.

Your prospects will now see ads for things they actually want – and creative that draws them in emotionally, popping up in their favorite places. In a world of clutter, this "me-ness" is exactly what cuts through the noise.

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4: MEASURE RELENTLESSLY.

Constantly assess which targets you're hitting (or not).

Once you've onboarded your CRM data, connected it across channels and launched more personal, relevant campaigns, you need to know if they're working – the sooner the better, of course, so you can tweak spending in mid-flight. The key is choosing a solution that gives you a single view of your media and audience data.

By breaking down data silos, you'll be able to answer crucial questions. How many shoppers can you reach if you increase current spend levels? What's the effective reach of your spend across channels? Where's the overlap between your CRM and third-party data? What do your best performing audiences look like across various campaigns?

Know which digital activities drive offline sales.

A unified view helps bridge online and offline performance, closing the loop in your media analysis. Discover the attributes of retail shoppers exposed to online impressions. Understand the contribution each online channel makes to offline sales and pinpoint digital channels that drive the most in-store revenue. Identify audience profiles that boost brick-and-mortar performance the best.

Assess the value of every touch point.

Again, one view of all your data lets you see the big picture. You'll see the ROI of media in different parts of the marketing funnel. You'll clarify the value of upper-funnel media and know what drives value throughout the demand chain. Wouldn't you like to know how long the effect of each channel lasts? Or which inventory providers are persuading the most people to convert via retargeting?

They say a good carpenter measures twice and cuts once. A good marketer, though, slices data and measures infinitely.

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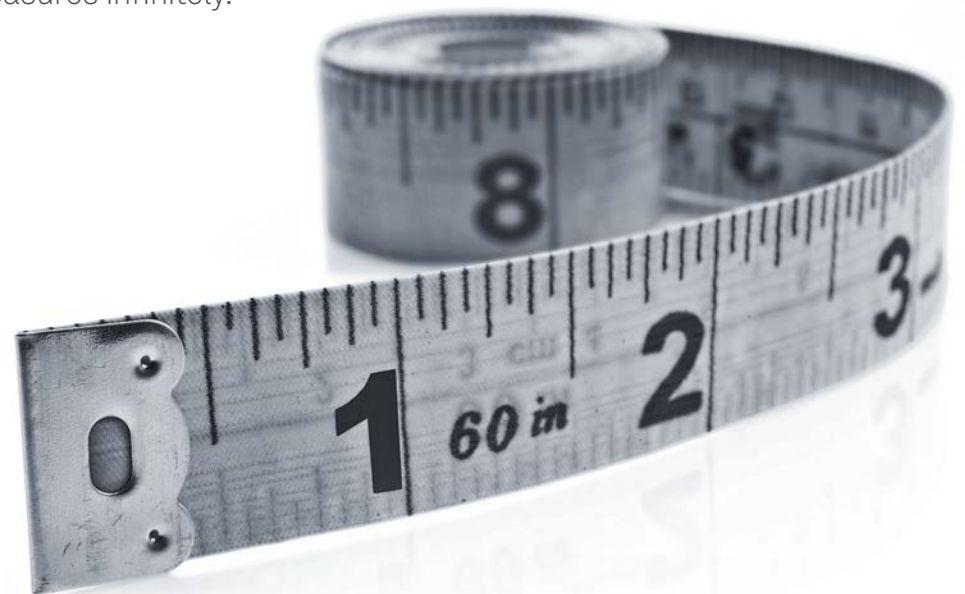
5:

BE TRANSPARENT
ABOUT PRIVACY.

Respect the people you target.
You can't target audiences without collecting data. By the same token, you can't afford to alienate customers by surprising them with your collection practices, data usage, and security. So be up front. Don't bury your privacy policies. Build trust through greater transparency.

Here's how we do it at Neustar.
Neustar embraces the principle of privacy by design. We design, build and deliver services that respect consumer privacy. Our goal: to exceed the expectations of consumer and media skeptics. Our Chief Privacy Officer evangelizes and enforces the P-word.

This means, for example, that when we onboard CRM data and connect it to offline, security is paramount so identity is protected. As we help you create audience segments, we make sure to protect personally identifiable information (PII). You enjoy the advantages of being deterministic without creeping out consumers.

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LET'S REVIEW THE BIG 5.

1. Connect your CRM data. Don't just collect it and keep it in silos.

2. Invest more in mobile. Mobile targeting and ROI are looking better than ever.

3. Personalize. It's the big pay-off of all that data and analysis.

4. Measure, measure, measure. Know what works and double down.

5. Be up front about privacy. Consider the other side of targeting.

With these best practices, it's easier to sharpen your targeting,
lift return, and feed the bottom line.

To learn more, visit us at **www.neustar.biz.**

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About Neustar

Neustar, Inc. (NYSE:NSR) is the first real-time provider of cloud-based information services and data analytics, enabling marketing and IT security professionals to promote and protect their businesses. With a commitment to privacy and neutrality, Neustar operates complex data registries and uses its expertise to deliver actionable, data-driven insights that help clients make high-value business decisions in real time, one customer interaction at a time. More information is available at **www.neustar.biz**.

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