

TARGETING TRAVELERS?



DON'T FLY BY THE SEAT OF YOUR PANTS.

At first, these guys seated next to each other en route to Denver look alike. Same household income and age range, both married with kids. But one's on his way to meet a client for a last minute deal, and the other is anxious for some time on the golf course. Somewhere above Kansas their differences are pretty clear. As an advertiser, it's better to know them long before takeoff. That's where Neustar comes in. We know who your most relevant audience is, and can help you reach them more effectively, at the right time, with the right message, via the channel they prefer.



BUSINESS TRAVELER



HOLIDAY TRAVELER

ACTIVITIES:
Billiards & Racquetball



ACTIVITIES:
Golf & Snowboarding

MOVIE GENRE:
Sci-fi



MOVIE GENRE:
Thriller

ATTENDS:
College Basketball



ATTENDS:
Major League Baseball®

HOTELS:
Hilton® & Embassy Suites®



HOTELS:
Days Inn® & Holiday Inn®

AIRLINE:
US Airways®



AIRLINE:
American Airlines®

CAR RENTAL:
Hertz®



CAR RENTAL:
Dollar®

DINING:
Longhorn Steakhouse®



DINING:
Ruby Tuesday®

FAST-CASUAL RESTAURANT:
Panera Bread®



FAST-CASUAL RESTAURANT:
Wendy's®

Neustar, Inc. 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.

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