

NEUSTAR® LEAD INTELLIGENCE™

VERIFY AND SCORE LEADS AUTOMATICALLY
BEFORE STORING

HIGHLIGHTS

- Verify that your customer and prospect data is accurate
- Best in Class Verification and Identification Data
- Real time or Batch Processing

AUTHORITATIVE DATA

**Information on
over 120 Million
US Households**

Marketo's automation software empowers companies to deliver targeted campaigns across all of their channels. But a campaign is only as strong as the customer data it relies on.

BUSINESS CHALLENGE

With consumer data constantly changing, how can you ensure that your data is correct and that you're focusing on the right leads? It's challenging to cleanse and prioritize customer and prospect data, especially prior to storing in Marketo. Not addressing this challenge results in missed opportunities, increased costs and lost revenue.

Neustar's Lead Intelligence solution can help cleanse customer and prospect data in real time by verifying contact information and scoring prospects, before storing. This enables you to focus on customers with a higher propensity to buy and clean up your CRM data base in the process.

HOW IT WORKS:

- Neustar easily integrates into Marketo via an API to retrieve your data
- Utilizing Neustar's best in class data, we cleanse your CRM information by standardizing contact information, verify customer data and score your leads
- We do it in real time or in batch

It Starts With Identity

Neustar has the largest repository of authoritative data linked to online and mobile identifiers. We augment and corroborate our profiles everyday to give you the most accurate, comprehensive and broadest coverage available.

With better identity you can increase reach and target with precision, all of which leads to better marketing ROI and customer experience.

Neustar's Lead Intelligence Solution Includes:

Lead Verification: Neustar Lead Verification connects names with contact information in real time. You can confirm landline and mobile phone numbers, email addresses, mailing addresses and other data to market with confidence, prioritize contact channels, and mitigate risk – adding confidence and value across all inbound and outbound efforts.

Lead Identification: Neustar Identification helps marketers complete the profile of each customer and prospect the moment they make contact. Starting with a single identifier – a phone number or email address – our solutions return complete consumer identification data. You gain an accurate, single view of customers and prospects in any channel – whether you have incomplete records in your own CRM system, or have no record at all.

Lead Scoring: Neustar Lead Scoring enables marketers to uncover the best leads through quantifying the best customers and best prospects. With the input of a single consumer identifier (i.e. phone number, address or email), marketers can evaluate leads to focus on higher quality leads with a higher propensity to convert.

Lead Decisioning: Neustar's Lead Decisioning enables organizations to implement operational intelligence to automate and improve decision making strategies for lead management. With minimal IT involvement, business users can create new data flows and implement strategies that support better and faster decisions to accept/decline leads.

FOR MORE INFORMATION

Call **+1.888.367.4812**

Online **www.neustar.biz**

Email **solutionsteam@neustar.biz**

ABOUT NEUSTAR

Neustar, Inc., (NYSE: NSR) is a trusted, neutral provider of real-time information and analysis to the Internet, telecommunications, information services, financial services, retail, media and advertising sectors. Neustar applies its advanced, secure technologies in location, identification, and evaluation to help its customers promote and protect their businesses. More information is available at **www.neustar.biz**.