Stable Segmentation for Accurate and Repeatable Results:

Neustar® AdAdvisor®
Frequently Asked Questions
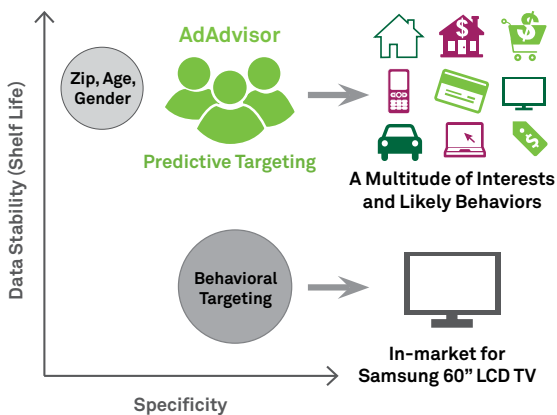
Q: What is AdAdvisor?

A: AdAdvisor is a suite of data-driven audience targeting solutions that start with verified, scalable offline data to provide portable, cross-platform online display targeting. AdAdvisor is the only service built on IAN℠, a market-proven, real time consumer insight engine, fueled by the broadest, most authoritative consumer information available. Powered by an exclusive predictive analytics platform, combined with proprietary IAN data assets and a direct data delivery network, AdAdvisor enables seamless, targeted matching of display ads with the highest quality online audiences in the industry. Using AdAdvisor, online marketers can target prospects most predisposed to a brand, product or service.

Q: How is AdAdvisor different from other types of online data?

A: AdAdvisor creates audiences with similar demographic attributes who have an affinity for a particular brand or product through applying offline purchase and consumer survey information to target audiences at the top of the purchase funnel. Unlike behavioral targeting, AdAdvisor audiences are derived through an offline segmentation methodology using contractually acquired data sources rather than online browsing behavior. Unlike retargeting, AdAdvisor enables marketers to reach their best prospects that may not have visited a Web site or landing page but are more likely to demonstrate product propensity.

Q: Where does the data come from?

A: Neustar receives over 2 billion records per month from authoritative offline sources that enable updating, augmenting and verifying data attributes for US households. These offline sources include market research data (households that have been surveyed), retail purchase behaviors (information aggregated from catalogue, loyalty, and gift card programs) and demographic providers and national panel data (households that have elected to be a part of product/ services consumption studies). Through a proprietary verification process, this information is aggregated and standardized within our **Neustar® ElementOne® Analytics Platform**. The result is a propensity, represented by an index, for each Element that shows how likely the households in that Element are to exhibit a behavior as compared to the national average.

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Q: How does AdAdvisor bring offline data online?

A: AdAdvisor uses the ElementOne Analytics Platform to cluster similarly behaving households into one of 172 Elements. Each of these individual Elements connects to thousands of data points available for online targeting, helping advertisers instantly link an audience to attributes and propensities such as demographics, lifestyle preferences and brand affinities. AdAdvisor has online match partners that help to associate a Web user with their Element number. When a user logs in or registers with a AdAdvisor match partner, the AdAdvisor Element along with a four digit birth year, male/female gender flag and five digit zip code is stored in a cookie with no tie to any personally identifiable information.

Q: What is AdAdvisor's online reach?

A: Today, AdAdvisor can provide information on over 40% of the U.S. Internet population. The number of targetable users in any platform is determined by the reach of that platform.

Q: Where can AdAdvisor data be purchased?

A: AdAdvisor is integrated with over 50 of the top advertising technology providers in the online advertising industry including, but not limited to, demand-side platforms, ad networks, data management platforms and trading desks.

Q: What privacy protections does AdAdvisor have in place?

A: As a member of the NAI and the IAB, AdAdvisor is committed to upholding the highest standards of privacy protection. The AdAdvisor cookie is used to store only anonymous information including the Element, birth year, gender and 5 digit zip. The AdAdvisor cookie does not store any personally identifiable information (PII), is not linked to any PII and is not used to track online browsing behaviors. Finally, all users have the ability to opt out of AdAdvisor directly from the Web site (www.AdAdvisor.net) or through the NAI's global opt-out mechanism.

Q: How regularly is AdAdvisor's data refreshed?

A: AdAdvisor data is refreshed constantly. Some portions are even refreshed in real time, every minute. However, it is important to note that an Element number for any given household does not change frequently and is therefore a stable method for understanding verified demographics, attributes and behavioral propensities over time.

Q: How is AdAdvisor data best used?

A: The data is best used at the top of the purchase funnel since it identifies large groups of prospects that are likely to have the desired brand and/or product preference.

As influencers, AdAdvisor is ideal for branding and awareness initiatives. AdAdvisor also adds value as part of larger digital strategies that utilize multiple layers of data targeting. For instance, while behavioral targeting can help advertisers pinpoint users who are in market and retargeting can help to identify current customers, AdAdvisor can help marketers find the best potential prospects online at massive scale.

Q: If an example of an AdAdvisor profile is "Home PC-Brand HH Most Recently Acquired-Apple", why would Apple® want to target this group when marketing a new line of computers?

A: The ElementOne Analytics Platform uses past behavior to predict likelihood of future behavior. That said, an Element simply represents an affinity for a particular brand or product.

Q: Can AdAdvisor target at the Zip+4 level?

A: We cannot target at the Zip+4 level. AdAdvisor's segmentation is not based primarily on geographic location, but rather on lifestyle preferences and demographics of individual households.

Q: What kind of information is AdAdvisor unable to provide?

A: Due to privacy concerns, AdAdvisor does not provide data related to sensitive categories including alcoholic beverages, ethnicity, medical conditions, prescription drugs, religion or sexual preference.

For More Information

Online **www.neustaradadvisor.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**.

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