

IMPROVING SUBSCRIBER IDENTITY RESOLUTION, SEGMENTATION AND PROFITABILITY

Use a Persistent Subscriber Identity to Append Telecommunications Specific Attribute Data and Build Predictive Engagement Models

NEUSTAR DELIVERS REAL-TIME SUBSCRIBER INSIGHT

Neustar, a Transunion Company, brings identity resolution and data enrichment to telecommunications customer's datasets. By leveraging Snowflake, Neustar customer's data never transfers outside their organization.

Using Snowflake's Marketplace in combination with Neustar's advanced collaboration capabilities, customers experience real-time data sharing. Example data enrichment includes propensity models of lifetime value and likelihood of customer churn, as well as segmentation on over 400+ telco consumption behaviors, buying propensities, and data usage attributes.

HISTORY: Beginning in telecom as the administrator for US telephone number porting

CLIENTS: Connecting to over 500 Communications Service Providers (CSPs) as customers

PARTNERS: Providing services across multiple telecom ecosystems involving over 900 trading partners



SECURITY & GOVERNANCE

Protect and govern consumer data assets; increased data privacy means access to consumer identity and attribute data without data movement. (i.e. Data does not leave your environment and Neustar does not see any of your data)



PRIVACY-FIRST DATA COLLABORATION

Power privacy-enhanced data collaboration with brands and partners across the marketing landscape; data is easily shared and governance hurdles are low



QUALITY & FRESHNESS

Refresh consumer data "automagically" with continuous real-time data updates



DATA HYGIENE & ENRICHMENT

Maintain more accurate and detailed information through deduplication, unification, and enrichment of consumer data



CLEAN ROOM VALUE MAXIMIZED

Enable a broader set of data enrichment and maximization of clean room capabilities

Neustar Telco Data – A Source of Truth Trusted by the Industry

Solutions:

- ✓ Provides Caller ID Services for 97% of the US Market
- ✓ Trusted third party of the CSP Order Management Services Clearinghouse
- ✓ Authoritative source for Global Routing Directories of voice, data and text
- ✓ Platform for CSPs to manage telephone number inventory assignment



CUSTOMER STORY

A top 5 wireless telecommunications provider was faced with a fractured view of identity across several business units leaving them unable to: validate consumer data quality, connect attributes and behaviors across business, and analyze marketing ROI and revenue contribution.

Advanced identity resolution through Unified Identity enabled the brand to:

- Connect and enrich known customer data sets
- Create a complete view of individual phone users as well as a household or account holders
- Link rich individual-level data to accounts and households.

The predictive NSR telco and demographics model were used to optimize capacity and manage utilization against geography vs. subscriber growth. More than 55 million existing customers were identified who were previously invisible under family plans.

ABOUT SNOWFLAKE

Snowflake delivers the Data Cloud—a global network where thousands of organizations mobilize data with near-unlimited scale, concurrency, and performance. Inside the Data Cloud, organizations unite their siloed data, easily discover and securely share governed data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single and seamless experience across multiple public clouds. Join Snowflake customers, partners, and data providers already taking their businesses to new frontiers in the Data Cloud. snowflake.com

ABOUT NEUSTAR

Neustar, Inc., a TransUnion company, is a leader in identity resolution providing the data and technology that enable trusted connections between companies and people at the moments that matter most. Neustar offers industry-leading solutions in marketing, risk, and communications that responsibly connect data on people, devices, and locations, continuously corroborated through billions of transactions. Learn how your company can benefit from the power of trusted connections. [home.neustar](https://home.neustar.com)