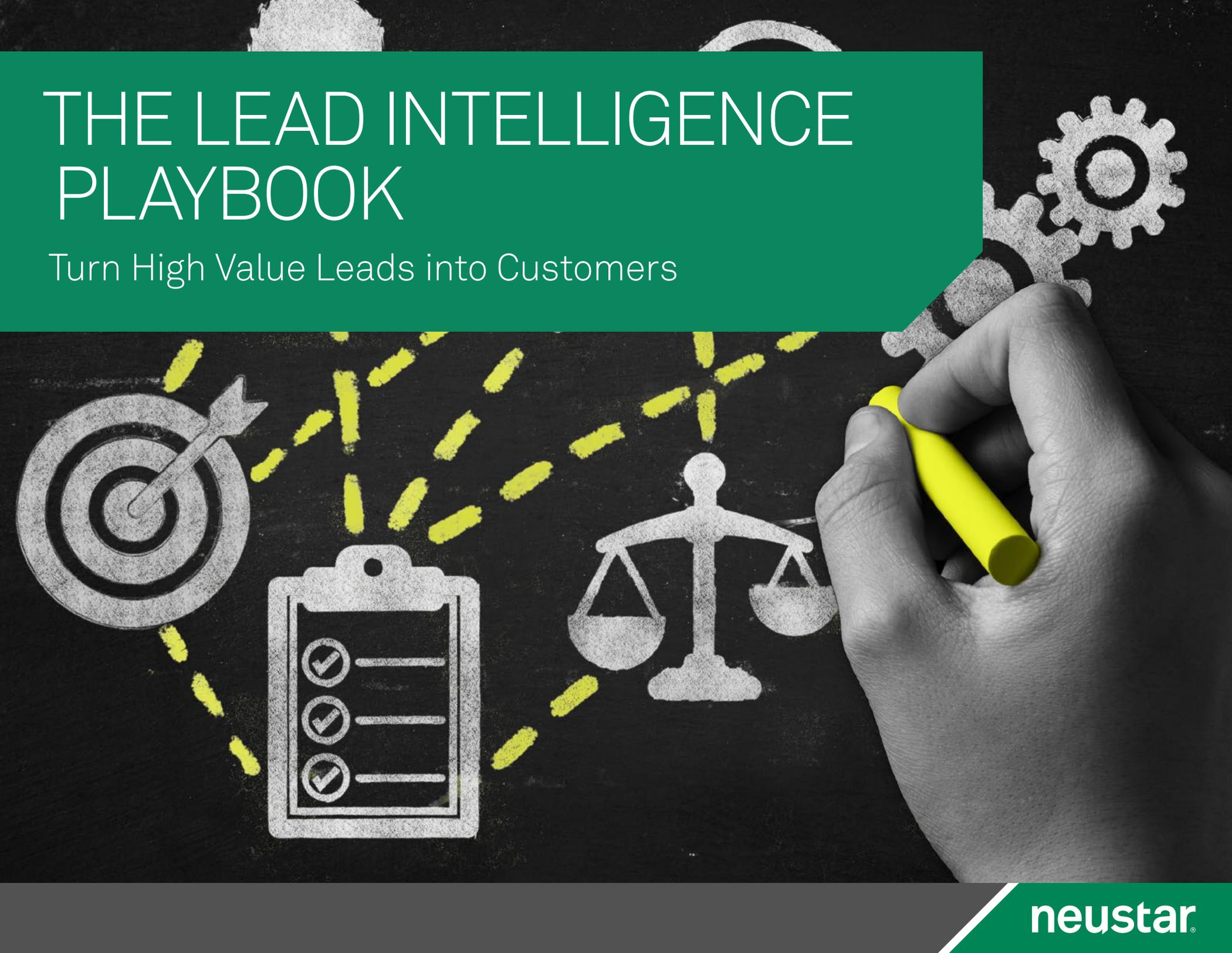


THE LEAD INTELLIGENCE PLAYBOOK

Turn High Value Leads into Customers



GET THE INSIGHT YOU NEED WITH LEAD INTELLIGENCE

No matter which industry you're in, competition is fierce and time is of the essence. Businesses that want to get ahead need to identify and target high-value customers quickly.

Under that pressure, it's easy to focus on the quantity of your leads – but often to the detriment of quality.

Lead quality is critical to the success of your business. And it comes only from having an effective lead management strategy with intelligent components in place.

Neustar's Lead Intelligence enables you to:

- Increase the quality of your leads by verifying their data to ensure they're contactable and by appending lead records with missing information
- Boost revenue by utilizing scoring models to target leads with a higher propensity to buy
- Automate decision-making to eliminate human error and increase efficiencies

Before you can truly understand Lead Intelligence, though, it helps to think about what makes a lead high quality.

NOT ALL LEADS ARE CREATED EQUAL

Everyone has their own idea of what makes a “good” lead – the sales team, the marketing team, even your executives. And that means it’s critical for everyone to work together to establish the right criteria to ensure that your leads turn into revenue.

The challenge comes in deciding how to evaluate your leads.

- Which ones are more promising for your business?
- What’s the right follow up strategy to maximize conversion?
- How can you streamline the process of managing leads most effectively?

At Neustar, we define a lead simply as an unknown. We specialize in empowering brands to convert your unknown prospects into actual customers.

Neustar’s Lead Intelligence is the set of tools you need to accomplish that. Automated Lead Decisioning is what makes those tools run more quickly, efficiently, and precisely, as we’ll describe in this playbook.



1.

VALIDATE & VERIFY THE INFORMATION

The first step is to understand that you have an actual lead you can work with. The initial data you've acquired (e.g., name, address, phone number) needs to be validated that it is correctly formatted, matches standards, and satisfies your specific CRM requirements.

Once you know the data is valid, then you know you have a real person knocking on your door. Before you let them in, you'll want to find out who they are.

The next step is verification to confirm exactly who the lead is. Determining that the name, email and phone number all belong to the same person helps give you that confidence.

And remember: you'll need to do all of this in real time, automatically. Otherwise, you risk losing a sales opportunity.



2.

IDENTIFY & ENHANCE YOUR DATA

Did you know that 45 million consumers change their phone number every year?

And that's just the tip of the iceberg. In today's digital world, consumer data is constantly changing, and this makes it a challenge to consistently recognize even frequent customers across devices and channels.

Starting with just a single identifier, such as a phone number or email address, Neustar's solution can return additional consumer identification data in real time. This allows marketers to build a complete profile of each customer and prospect the moment they make contact.

In addition, you gain a single, accurate view of customers and prospects in any channel – even if you have incomplete records in your own CRM system, or no record at all.

Customers and prospects expect personalized interactions with a company, whether they receive a call, visit a website, or walk into a store. With tools to identify and enhance data, you can meet those expectations.



3.

PROFILE & SCORE THE PROSPECT

Neustar's Lead Intelligence really starts to shine when we put all the data to work to build models that help predict if a customer has a higher propensity to buy. In fact, if you've enhanced your own CRM records, then you've already done some of the legwork to leverage your own first-party data for lead profiling and scoring.

With the use of segmentation profiles, you can gain insights into consumer behavior to create profiles. With these profiles, you can improve conversions by customizing your offer and tailoring the lead message. Scoring takes it to the next level by allowing you to focus on leads with a higher propensity to buy and become a high-value customer.

By harnessing real-time predictive analytics, you can identify a customer's potential value and instantly take specific, customized action on a lead-by-lead basis.



4:

AUTOMATE LEAD DECISIONING

You've validated and verified, identified and enhanced, profiled and scored. Now you need to put it all into practice. After all, what good is Lead Intelligence if you can't act on it ... and quickly?

The problem is, business managers typically need developers to translate their business expertise and insights into rules and then code. But what if you could implement faster rules-based lead decisioning with less reliance on IT?

The answer comes in automation, which gives you control to adjust lead decisioning as market conditions change. With an automated decisioning platform, businesses benefit from increased flexibility and agility to:

- Make informed decisions on whether to accept or reject leads
- Enrich customer data with extended statistics and attributes
- Route leads automatically to the right sales reps
- Utilize predictive scoring to focus on leads with a high propensity to buy

Neustar's Lead Intelligence makes it easy. With a single, integrated solution, you can leverage real-time intelligence and automate the lead decisioning process.



LEAD INTELLIGENCE

As a marketer, one of your greatest challenges is to identify the prospects most promising for your business. Fail at it and you risk missing valuable opportunities.

With a robust lead intelligence solution in place, you eliminate the challenge and ensure that more of your leads turn into revenue.

Neustar – PlatformOne

Lead Intelligence – Verify, identify, and score prospect information in real time to shorten sales cycles and deliver highly relevant, targeted offers.

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.

21575 Ridgetop Circle, Sterling, VA
20166 +1 571 434 5400 / www.neustar.biz
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