

NEUSTAR Fabrick

Adapt to a privacy-centric world



Wes Benel

Director, Strategic Partnerships
Neustar Marketing Solutions

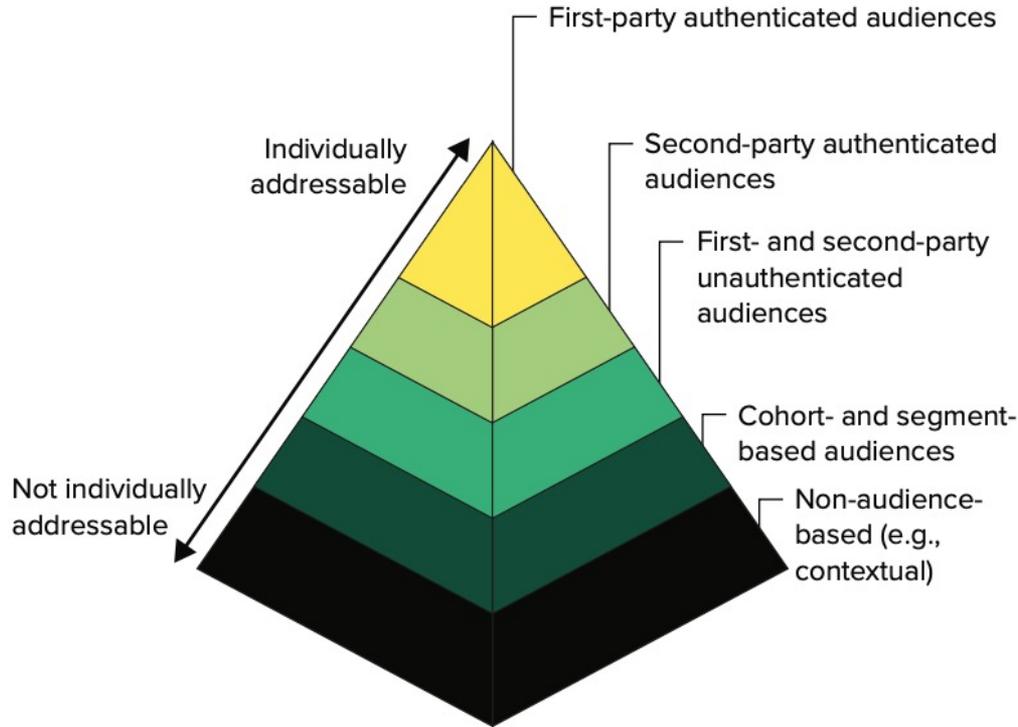
How do you protect and grow your business?

Are you using the right technology, and do you have the right integrations to maintain addressability and measurement in a privacy-centric world?

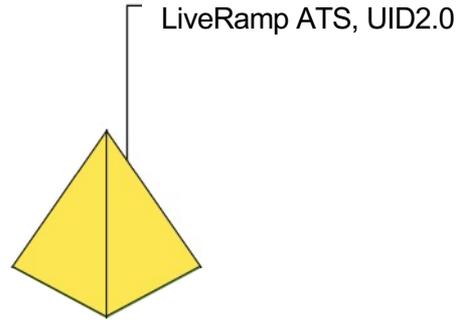
- What will **replace the cookie** and the device ID?
- How do I **maintain addressability** & measurement'?
- Can I access **walled garden data**? How?
- How can I **improve data privacy** and protection?



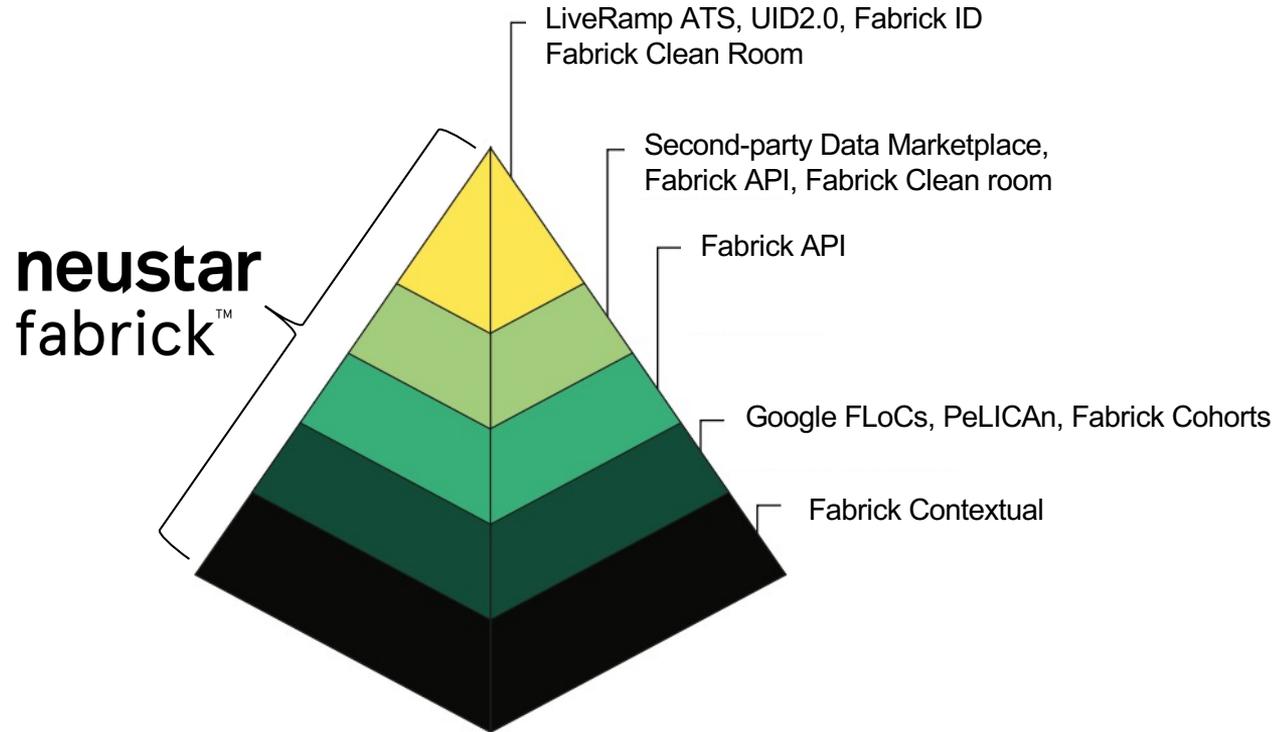
Navigating a new fragmented landscape



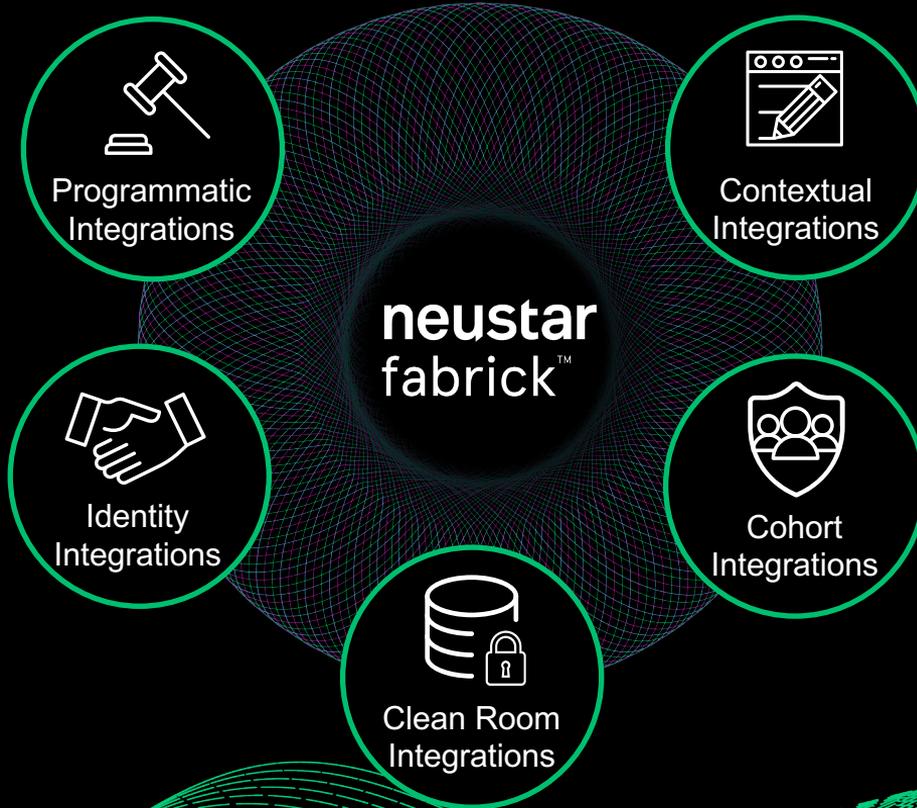
Post-cookie point solutions only address a fraction of your total media investment



Fabrick provides a holistic solution for all media



The Neustar Fabrick data connectivity platform



Maintain addressability across your most valued partners

Linear & Addressable TV



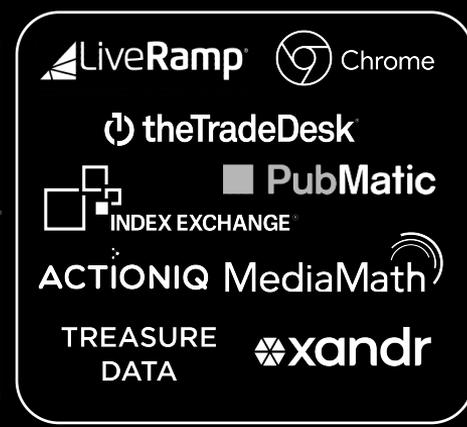
Walled Gardens



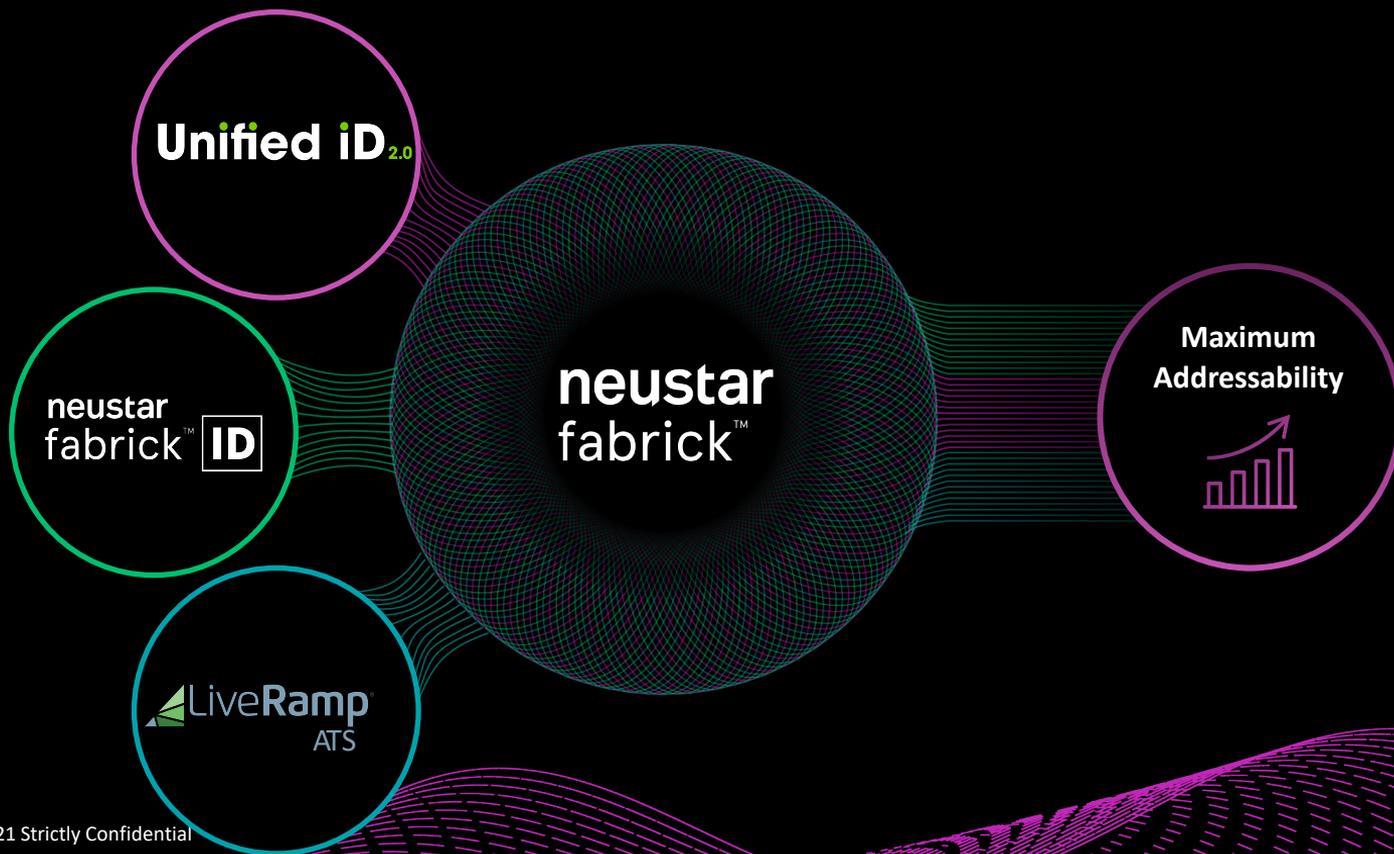
Publishers



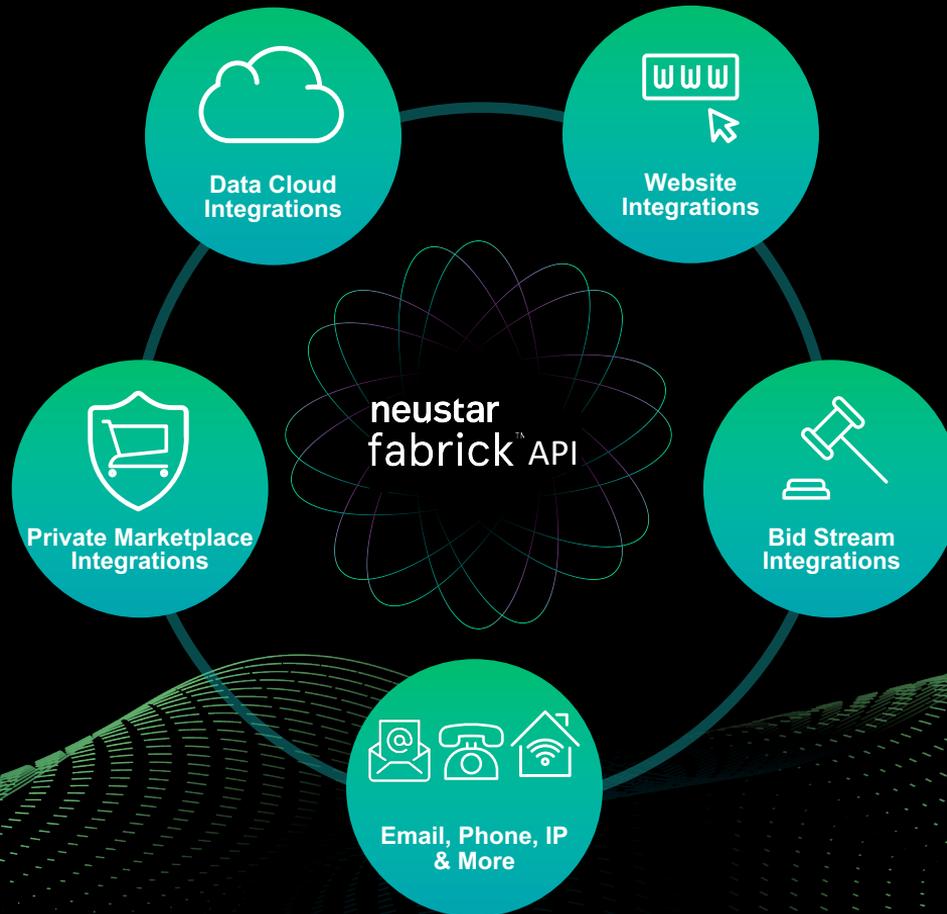
Platforms



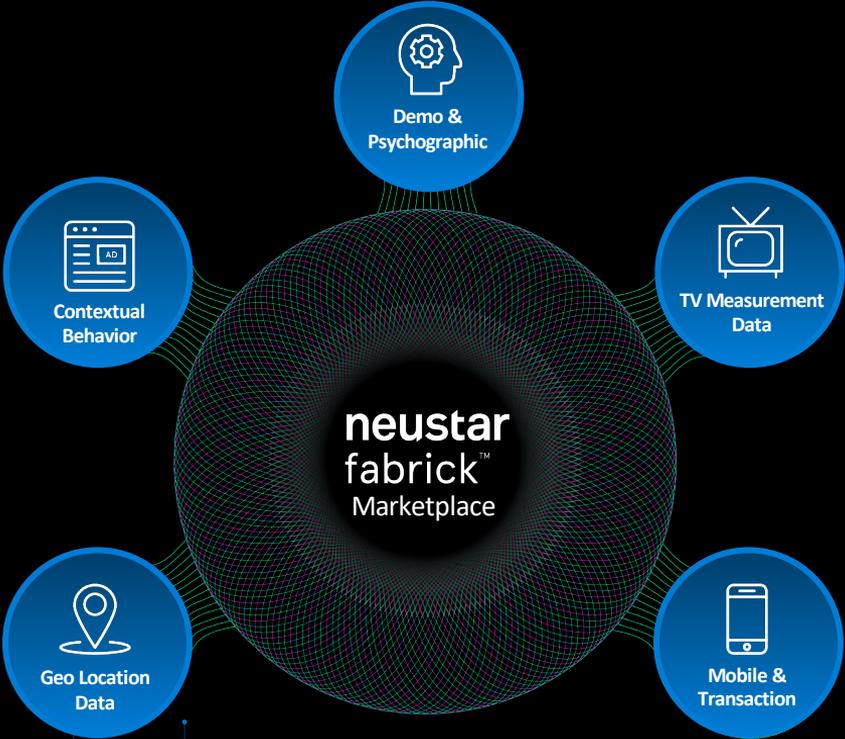
Compatible with all major programmatic ID solutions



A real-time API for your site, the supply chain, and more



Direct access to high-quality 2nd-party data



Harness the power of contextual

1

Onboard first-party audiences



2

Index and score contextual categories against audiences



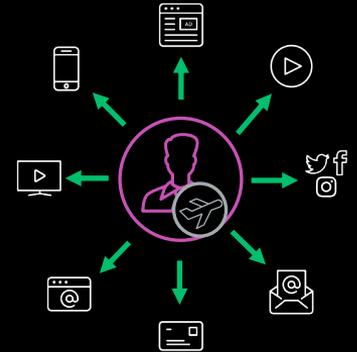
3

Build audiences based on contextual categories

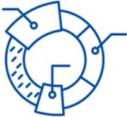


4

Syndicate category-based audiences to endpoints



Inclusive of FLoCs via Chrome (when available)



34,000 Cohorts



Minimum 1,000 browsers required in a Cohort



Cohorts re-evaluated every 7 days

kFLoC
5000

Meals Word Support Tips

kFLoC
20000

Science Crochet Games Writing

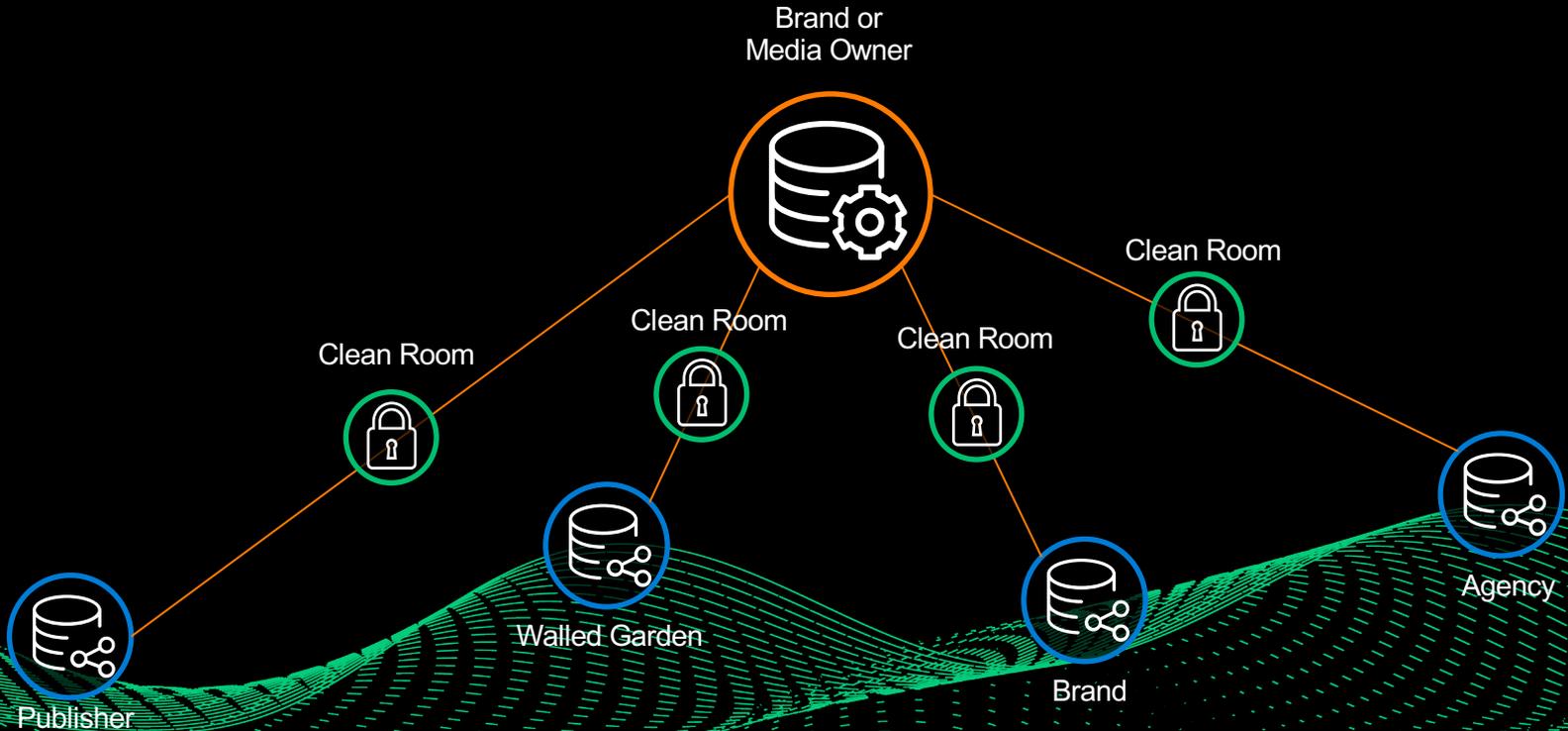
kFLoC
32000

Travel Healthy Apps Calculator

cafe media



Protecting privacy promoting data collaboration with with integrated clean room technology



Optimize Facebook against the rest of your mix

Real-Time
Identity Sync



Micro-Segmentation
(Differential Privacy)



Multi-Touch
Attribution



Attribution &
Optimization



Optimize your TV investment too...all of it



Linear TV

iSpot.tv

TIVO



Over-the-Top (OTT)

hulu

Roku



Addressable TV

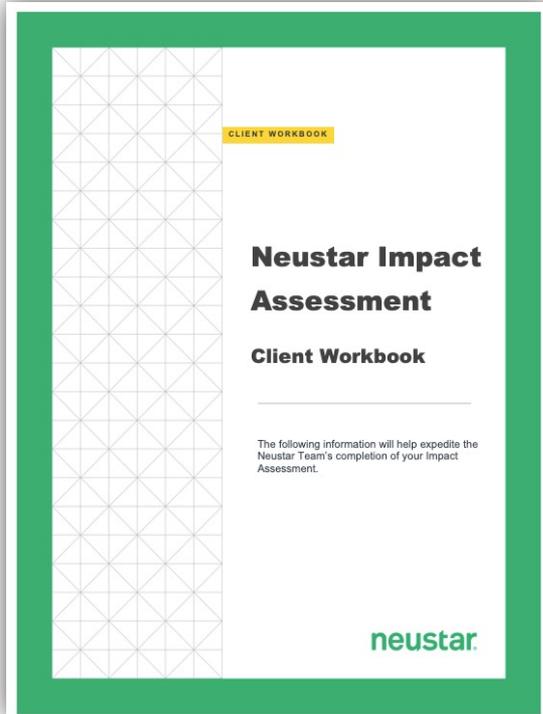
xandr COMCAST

ampersand

Clients using Neustar today, can activate and measure up to **80% of their media** without cookies or device IDs



Neustar provides the tools, support, and technology to take action and prevent disruption



FABRICK IMPACT ASSESSMENT



FABRICK IMPACT ACTION PLAN



FABRICK API INTEGRATION

Example client action plan

Client

Neustar

PRIORITY		OWNER	ACTION	TIMING	FUTURE STATE
P0	Adobe	Client	Transition to Fabrick API	Q2-Q3	Fabrick API
P1	SA360	Client	Add search dimensions to Adobe site activity feed	Q2-Q3	Adobe feed replaces
P1	GCM	Client & Neustar	Support Fabrick adoptions for top publishers & SSPs	Ongoing	Network of Fabrick enabled publishers & SSPs
P1	TTD	Neustar	Moving to Fabrick API	Q2	Fabrick for activation & measurement
P2	Amazon	Neustar	Move to Fabrick-based integration	H2 2021	Fabrick-based integration
P3	Spotify	Neustar	Move to Fabrick-based integration	Q1 2022	Fabrick-based integration
P3	Criteo	Client	Explore retargeting through other DSPs	Q2	Replace with a Fabrick-integrated DSP

Thank You



Wes Benel

Director, Strategic Partnerships
Neustar Marketing Solutions