

Freckle and Neustar Partner to Provide Marketers with Actionable Privacy-Compliant, First Party Consumer Data

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TORONTO, July 15, 2019 /CNW/ — [Freckle Ltd.](#) (TSXV: [FRKL](#)), a leader in privacy-compliant data and offline media measurement, and [Neustar®, Inc.](#), a trusted, neutral provider of real-time information services and the leader in customer intelligence, trusted customer identity and marketing analytics solutions for Fortune 500 brands, announced they will make Freckle's first-party data available in the Neustar Identity Data Management Platform (Identity DMP) for advanced audience planning and activation.

As part of the Freckle collaboration, Neustar will offer its customers the ability to leverage privacy-compliant, first-party data that consumers have opted-in to provide through Freckle's Killi App. Freckle's Killi application allows consumers to take back control of their identity data by selecting the personal information they would like to share with brands in exchange for money. Killi provides marketers with real-time, reliable data that is direct from the consumer and fully compliant with global privacy standards.

"Marketers need reliable and compliant, first-party data that respects consumer privacy," said Neustar General Manager and Vice President for Marketing Solutions Michael Schoen. "With Freckle's Killi data, we will provide relevant, consumer-approved data that helps our customers target and personalize messages to the right consumers based on their specific input."

"With consumer privacy issues at the forefront of marketing, brands are seeking partners that not only offer a competitive advantage through unique access to real-time consumer insights but are privacy-compliant leaders," said Neil Sweeney, founder and CEO, Freckle and Killi.

"We're pleased to partner with Neustar, a leader in privacy by design practices, to bring our compliant, first-party consumer data to their customers. As the only solution paying consumers cash for their data, we are confident that the two-way engagement that we have created will better enhance audience insights for marketers," said Sweeney.

Relevant and personalized experiences are in high demand. With the Neustar Identity DMP, marketers can create compelling connections across channels combining their own first-party data with Neustar's data directory marketplace. With access to Freckle's Killi data within the Neustar Identity DMP data directory, brands can reach consumers, based on specific data they've provided about themselves, while uncovering powerful behavioral insights in a privacy-compliant manner. Since Freckle is constantly aggregating first-party data, marketers are receiving continually updated and refreshed segments, allowing them to expand their reach and accuracy across all channels.

About Neustar

Neustar, Inc. is a leading global information services provider driving the connected world forward with responsible identity resolution. As a company built on a foundation of Privacy by Design, Neustar is depended upon by the world's largest corporations to help grow, guard and guide their businesses with the most complete understanding of how to connect people, places and things. Neustar's unique, accurate and real-time identity system, continuously corroborated through billions of transactions, empowers critical decisions across our clients' enterprise needs. More information is available at <https://www.home.neustar>.

About Freckle

With offices in Toronto and New York, Freckle helps leading brands measure the effectiveness of their advertising by independently matching media spend to in-store visits while remaining media agnostic. Freckle works with the world's most prestigious brands, publishers and investment firms to deliver intelligence and validation of 1st party consumer data. Freckle's technology is used by Fortune 500 brands like McDonald's, Lexus, Walmart, Verizon and AT&T and is a core component of the top demand-side platforms and data management platforms used around the world.

In addition to its core business, Freckle developed a mobile application called "Killi" that allows consumers to take back control of their identity from those who have been using it without their consent. With Killi, consumers can opt in and select specific pieces of personal information that they would like to share with brands in exchange for compensation. Freckle's multi-channel offline attribution platform is now powered by the People of Killi, making it the most compliant, highest fidelity data source in the industry.

For more information, please visit freckleiot.com.

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