

Why Data Quality Matters:

Boost Your Marketing
Performance With
Quality-Certified
Audience Data



eyeota

A Dun & Bradstreet Company



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The Importance of Eyeota's Quality Certification Badge

As a leading audience data provider, Eyeota has earned the Neutronian Quality Certification Badge after a comprehensive audit of our processes and procedures. Why does that matter?

The Neutronian Quality Certification Badge signifies that Eyeota's audience data has undergone a thorough evaluation by an independent authority, ensuring that our data sources, processes and privacy compliance meet the highest standards in the industry. This is crucial for marketers because our methods provide the following benefits:

- **Elevated performance:** Experience improved campaign results with Eyeota's certified data that's been proven to increase engagement, click-through rates and conversions, leading to a greater ROI.
- **Solid risk management:** Protect your reputation and resources by using Eyeota's privacy-compliant data to minimize the potential for data breaches and costly fines.
- **Efficient decision-making:** The Neutronian Certification Badge serves as a clear indicator of data quality, simplifying the selection process for the most suitable audience segments.





Neutronian Quality Audit and Scoring Overview

We've earned the prestigious Neutronian Quality Certification Badge, but how did we get here? Eyeota's journey to achieving this certification began with our unwavering commitment to delivering the highest quality audience data for marketers. Some of the criteria evaluated during the audit are:

Audit Category	Examples of Aspects Covered
Consent & Compliance	- Privacy compliance and disclosures (ex. GDPR, CCPA, etc.) - Data storage and accessibility controls.
Sourcing Transparency	- Transparency of data source and data use details internally and externally. - Opt-in/out process.
Dataset Characteristics	- Dataset type(s) — deterministic and/or modeled. - Data cleansing practices – de-duplication, fraudulent data removal, etc.
Methodology & Processing	- Data processing and retention controls. - Statistical methodology utilization — modeling, weighting, etc.
Performance	- Methods used to examine data accuracy and performance. - Frequency of measuring data performance.

* This is just a sample of the criteria that are evaluated. For informative and illustrative purposes only.

Case Study: Quality Certified Audience Data Outperforms Non-Certified Data

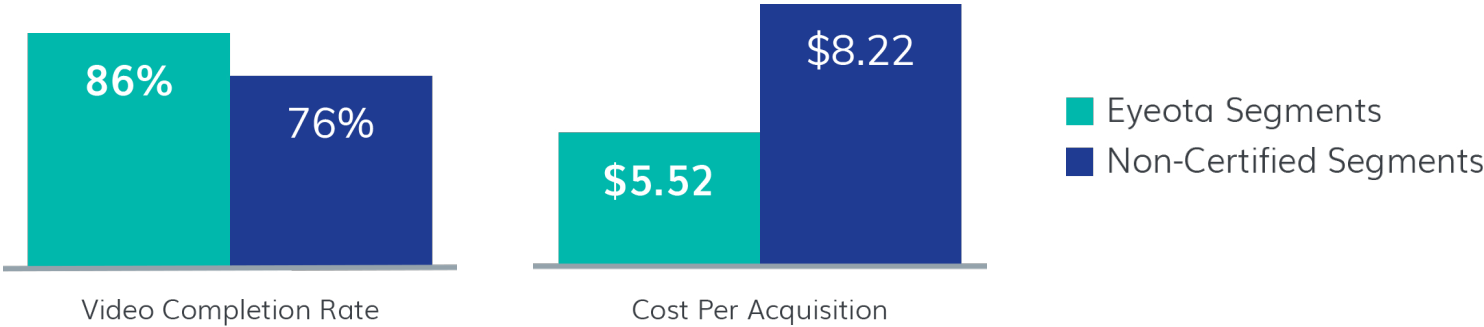
Neutronian offers the most comprehensive independent data certification in the industry. By providing a quality and compliance “credit score” rating for MarTech data, Neutronian ensures transparency and trust within the marketing ecosystem.

In collaboration with advertising agency Causal IQ, Neutronian devised a testing plan to compare certified Eyeota segments with non-certified segments across a range of campaigns. The test results demonstrated that Eyeota’s certified segments consistently outperformed their non-certified counterparts in key metrics such as click-through rate, video completion rate and cost per acquisition.



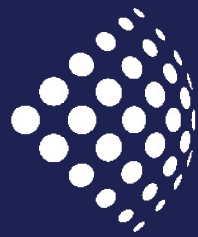
Results

The results of Eyeota’s quality testing proved that reducing privacy risk and ensuring strong data quality is beneficial from an ethics and business practices standpoint and positively influences campaign outcomes. Across tests in the financial services, travel, and B2B telco categories, Eyeota segments effectively drove engagement, demonstrating higher click-through rates (CTRs) and video completion rates than non-certified segments. Eyeota segments also did well at generating conversions, consistently outperforming non-certified segments for cost per acquisition (CPA) and cost per booking metrics. For example, Eyeota segments delivered an 86% video completion rate in the travel category vs. 76% for non-certified segments. In the B2B telco space, Eyeota segments delivered a \$5.52 CPA vs. \$8.22 for non-certified segments.



Partner with us to harness high-quality audience data that drives growth and efficiency in any economic climate. Elevate your marketing strategies and reach your desired audience effectively on digital channels with Eyeota. **Let's connect today.**





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