

Eyeota Awarded Neutronian Certification Badge, Industry's First Independent Verification of Data Quality and Compliance

— Eyeota, the leading audience technology platform enabling the intelligent use of data, today announced it was awarded with one of the first Neutronian Certification Badges for its Eyeota Branded Segments.

Neutronian was founded to reinvigorate the entire martech and adtech industries by helping data-driven marketing achieve its full potential. Until now, every brand has had to act as its own data auditor in a buyer-beware world. To help marketers avoid wasting time and money on low quality data, Neutronian created data quality standards that enforce and spotlight the good players in the marketing ecosystem and those best practices.

“The use of data has gotten increasingly complex for all players involved, but marketers still need to use quality data in order to target audiences with any kind of sophistication,” said Jimmy Aoun, Eyeota ANZ Business Development Director. “So, we are very proud to have been awarded this certification in recognition of our commitment to providing marketers with quality data.”

Since its inception, Eyeota has been firmly committed to ensuring data quality and transparency are at the foundation of its trusted relationships with clients and partners. As marketers around the world work to overcome challenges caused by the COVID-19 pandemic, efficient audience targeting is more important than ever.

“Not every data provider is willing to disclose the necessary information or lift its hood to an inspector, but Eyeota’s eagerness to partner with us proved its confidence in their data,” said Timur Yarnall, CEO and co-founder of Neutronian. “It’s a true pleasure to award Eyeota one of the first Neutronian Certification Badges, signalling a new era of third-party validation to elevate the transparent and quality-focused data providers to improve efficiency and trust across the industry.”

Aoun added: “By partnering with Neutronian, we are not only taking a step forward as a company but also a major leap forward for our industry. The assurance required for marketers and buyers today are of the utmost importance. The Neutronian certification, which includes stringent criteria and auditing, will give our marketers the verification they are looking for when making strategic decisions.”

Neutronian built the first independent compliance and quality certification for data providers, the Neutronian Certification Badge. To earn the certification, data providers must undergo a comprehensive audit and meet the baseline criteria for more than 50 aspects covering five main categories:

- Consent and compliance
- Sourcing transparency
- Dataset characteristics

- Methodology and processing
- Performance

With the award of the Neutronian Certification Badge, Eyeota will enable Neutronian's platform to continuously monitor Eyeota dataset samples starting in Q3 2020. This continuous monitoring will help to proactively detect any variances from certified standards as they occur, adding another layer of verification to the Eyeota Branded Segments.

"Being one of the first to be certified with a Neutronian Certification Badge is a significant honour," said Kristina Prokop, CEO and co-founder of Eyeota. "Quality and transparency have always been vital aspects of our data business and now, more than ever, those principles are critical for brands' bottom lines. For the first time, Neutronian is offering our industry an independent verification of these important elements to encourage more transparency moving forward."

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