

Eyeota becomes the first in ANZ to achieve IAB Tech Lab Compliance Certification for data transparency

— Eyeota, the leading audience technology platform enabling the intelligent use of data, today announced it achieved certification from the IAB Tech Lab for its Data Transparency Standard Compliance Program. Eyeota is the first in Australia/New Zealand to be awarded the data transparency compliance seal.

“We have always been committed to providing our clients with quality data.

Data is increasingly used to maximise efficiency in marketing and drive broader business decisions in the ANZ market, so it is critical to have a transparent understanding and confidence of what data you are buying. This globally aligned initiative is ground-breaking for our industry,” said Jimmy Aoun, Business Development Director, Eyeota ANZ.

In 2019, IAB Tech Lab launched its Data Transparency Label initiative to bring baseline standards to the industry to help give every marketer, agency, data provider and publisher a clear view of the syndicated audience segments they use.

To earn the certification, data companies are audited by a company independent of IAB Tech Lab who certified that the Eyeota methodology around data collection, processing and modelling met the standards for data transparency. This now enables marketers who purchase Eyeota data to receive an outline of what is included in the audience segment before it is activated.

This approach empowers customers to analyse and compare data sets in a way that removes barriers and provides global consistency in terminology, giving marketers more confidence when reaching their audiences.

“Transparency from data providers is becoming a prerequisite for responsible and effective application of audience data, especially given growing regulatory and consumer scrutiny of data usage,” added Dennis Buchheim, President, IAB Tech Lab. “Companies that provide consistent access to detailed information about their data will be differentiated, and being certified as compliant can further differentiate an organization, affirming their full commitment to the highest standards.”

To learn more about Eyeota, please visit: <https://www.eyeota.com>

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