

Data in Action

Neutronian

Using Data Privacy Scores for Campaign Optimization to Help Mitigate Brand Risk

Privacy is Evolving

Compliance Is More Complex And More Challenging Than Ever Before

It is hard to keep up. As the number of states enacting privacy legislation increases, it is increasingly more challenging to stay compliant with privacy requirements. Consumer concerns about data usage are also growing making transparency key when developing privacy programs.

The costs of inaction are increasing. Millions of dollars in fines have been issued so far in 2024 and regulators are not showing signs of slowing down. The costs are even greater once you factor in the time spent in costly, drawn out lawsuits and the immeasurable impact to reputation.

Privacy is everyone's responsibility. Properly vetting vendors and partners is a specialized and time-consuming task but is required in order to mitigate risk. Companies must adopt the mindset that privacy has a role across the organization from legal to marketing, sales to operations.

Enter The Neutronian Data Privacy Scores

Neutronian has developed Data Privacy Scores (DPS) to provide clarity and foster trust within the marketing ecosystem. These scores offer an independent and scalable method for data privacy verification, facilitating privacy-focused decision-making.



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Privacy-Led Campaign Strategies

Brands and agencies utilize Neutronian Data Privacy Scores to inform media planning and purchasing decisions. By considering privacy scores in addition to other campaign KPIs when selecting and optimizing media partners, they can ensure that client campaigns are conducted on websites and in apps with minimal privacy risk.

Use Case: Media Partner Optimization

A UK-based agency recently reviewed Neutronian's Data Privacy Scores alongside campaign delivery metrics to evaluate their most often used media partners.

Example Analysis	Imps (000s)	CTR (%)	VCR(%)	DPS Score
Total	52,913	0.12	70.58	B
reuters.com	2,647	0.11	66.93	A
forbes.com	641	0.06	74.07	C
bbc.com	1,940	0.09	58.28	B

Lessons Learned: Not All Media Partners Are Equal

Some media partners are more risky than others when it comes to data privacy. With an overall average Data Privacy Score in the “B” range across their top media partners, this agency was already doing a good job to mitigate client privacy risk.

To further protect their clients, they were able to identify some media partners with lower privacy scores (“C” or average grade) and reallocate spend from those partners to more privacy safe publishers.

Example “C” Grade Publishers

independent.co.uk

hindustantimes.com

forbes.com

smithsonianmag.com

Going Forward: Decrease Risk Without Impacting Performance

By reallocating spend from the lowest scoring sites to comparable media partners with higher privacy grades, client risk decreased while scale and performance remained consistent.



Learn More

Privacy should be a key consideration in every campaign stage, from partner selection to optimization. For more details about how Neutronian DPS can support you in these efforts or to learn how you can participate in a pilot test, contact us at partner@neutronian.com

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