



Brand & Agency Use Cases:

Three Ways to Utilize Neutronian Data Privacy Scores

Introduction

What are Neutronian Data Privacy Scores?

Neutronian Data Privacy Scores (DPS) were developed to bring clarity and trust to the marketing ecosystem. The scores are an established standard for data privacy verification and were created to take the guesswork out of the partner vetting process and to give those that are going above and beyond to do their part, a way to stand out.

What elements are included in the DPS?

The DPS are generated based on a review of the publicly available data about each company / domain. The scoring framework includes three sub-categories that are then aggregated into an overall score.

DPS Category	Consent & Compliance	Data Disclosures	Company Background
Verification of:	Privacy Risk	Reputational Risk	Trustworthiness
Examples of aspects reviewed:	<ul style="list-style-type: none"> Ease of locating privacy policy Ease of opting out of data collection Presence of key disclosures required for applicable laws (ex. GDPR, CPRA) 	<ul style="list-style-type: none"> Presence of details on how/where data is sourced and with whom data is shared with Disclosure of whether or not sensitive data is collected and if so, how it is used 	<ul style="list-style-type: none"> Ease of locating details on key executives, founders and investors Presence of details on the geographic locations of business operations and staff

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Partner Vetting

Leverage quarterly DPS reports as a part of your initial data provider vetting process and to ensure that existing partners remain compliant.

Company Name	Overall DPS	Overall Rank Tier	Consent & Compliance	Dataset Characteristics	Company Background
Data Provider1	83.09	Above Average - Top 10%	80.56	78.13	93.75
Data Provider2	62.50	Average	52.78	56.25	93.75
Data Provider3	77.94	Above Average	81.94	68.75	78.13
Data Provider4	48.12	Below Average	38.89	51.25	49.72

Inventory Curation

Build a block list or leverage custom contextual segments based on Neutronian DPS to ensure your campaigns are not running on privacy risky sites.

Activation Options:

Contextual Targeting Segments OR Domain Block Lists

Based On:

Relative Ranking OR Score Threshold

Examples:

Exclude sites with "Below Average" Overall DPS

Exclude sites with an Overall DPS below 50

Campaign Optimization

Utilize DPS to review campaign delivery and make optimizations that not only help to improve performance but also mitigate risk.

Domain	Impressions	CTR	DPS	DPS Rank Tier
Domain 1	11,234,500	0.12%	82.35	Above Average
Domain 2	5,433,620	0.05%	62.50	Average
Domain 3	8,721,300	0.02%	42.63	Below Average
Domain 4	6,987,210	0.08%	57.01	Average

Testing Opportunity

Test Neutronian Data Privacy Scores Free for 30 Days

Two methods available to test during this period:

- Apply signals pre-campaign for inventory curation and contextual targeting
- Layer Neutronian data on top of campaign reports for analysis and optimization

What is requested from you in exchange for the complimentary data usage:

- Share results and feedback with Neutronian throughout the test period
- Participate in a post-test case study or other Neutronian marketing materials

For more details about DPS use cases or to learn how you can participate in the current testing opportunity, contact us at partner@neutronian.com

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