



Data Provider & Publisher Use Cases:

Three Ways to Partner With Neutronian to Differentiate Your Offerings

Introduction

What types of solutions does Neutronian provide?

Neutronian offers three types of solutions that provide data providers and publishers with independent, third-party verification they can leverage to highlight the privacy, quality and performance of their data.

Ratings	Certification	Analytics
Data Privacy Scoring & Benchmarking	General & Cookieless Certification	Campaign Performance Testing

How do Data Providers and Publishers benefit from working with Neutronian?

Some of the benefits that data providers and publishers have seen from working with Neutronian include:

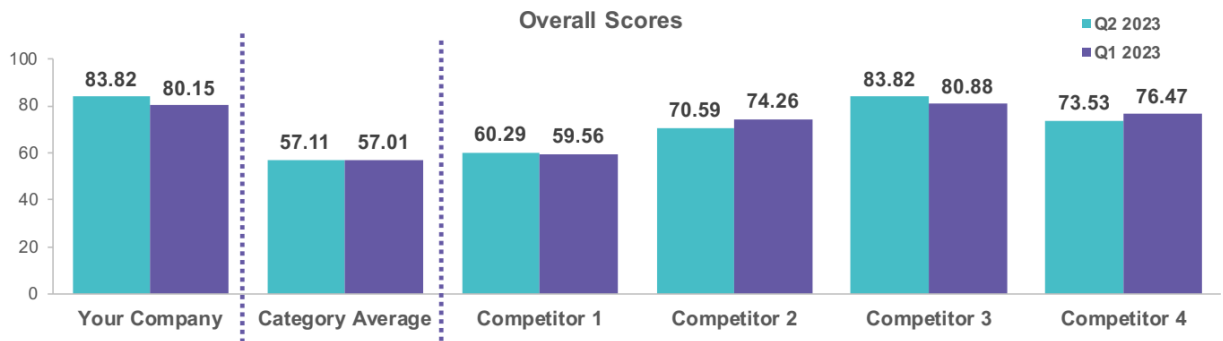
- **Time savings:** Having Neutronian's independent certification can shorten sales cycles and brand / agency data vetting processes.
- **Increased trust:** Working with Neutronian to improve your Data Privacy Scores demonstrates to consumers and business partners your commitment to data privacy.
- **Proof of performance:** Partnering with Neutronian on campaign testing provides real proof points to highlight why your data is superior.

Data Providers & Publisher Use Cases

Data Privacy Benchmarking

Utilize Neutronian Data Privacy Scores (DPS) to assess how you are doing when it comes to data privacy compared to the competition and receive suggestions for improving your score.

Competitive Summary - Data Providers - Q2 2023					
Company	Overall Score	Rank Group	Category Score: Privacy & Compliance	Category Score: Data Disclosures	Category Score: Company Background
Your Company	83.82	Above Average - Top 10%	86.11	78.13	84.38
Category Average	57.11	Average	55.77	49.45	67.77
Competitor 1	60.29	Average	54.17	59.38	75.00
Competitor 2	70.59	Above Average	75.00	68.75	62.50
Competitor 3	83.82	Above Average - Top 10%	87.50	75.00	84.38
Competitor 4	73.53	Above Average - Top 10%	77.78	56.25	81.25



Category	Recommendation
Consent & Compliance	Include a direct link to your Opt-Out/DSAR form in you site footer
Data Disclosures	Mention specific sub-processors that you may share data with in your privacy policy (ex. modeling partner, ad tech partners, etc.)
Company Background	Include details about company ownership/funding on your About Us page

In-Depth Audit and Certification

Leverage Neutronian's thorough audit and certification process to prove that you are doing the right things when it comes to data privacy and quality.



General Certification

- Deep dive across all 5 categories of the NQI Framework
- Provides remediation path for areas that do not meet baseline criteria



Cookieless Certification

- Added layer of cookieless verification
- Provides feedback on areas that are not yet cookieless ready

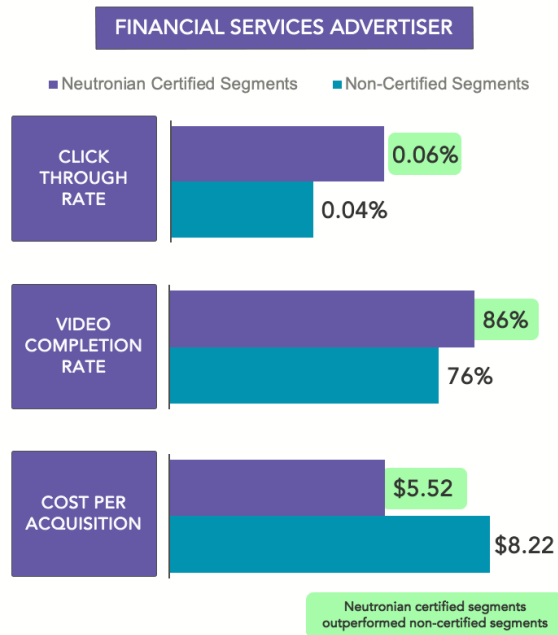


Bundled Neutronian and IAB TechLab Certification

- Combined process to receive both NQI Certification and the IAB Tech Lab DTS Compliance

Prove Data Performance

Leverage Neutronian campaign testing to prove that the steps you take to ensure data privacy and quality results in better KPI performance.



For more details on these use cases or to discuss partnership opportunities, contact us at partner@neutronian.com