Neutronian DE&I Planning Tool

Neutronian's DE&I Planning Tool provides independent verification of websites, applications and companies who identify as minority, female or LGBTQ+ owned. This verified database can be leveraged to identify strategic, diverse partners and curate inventory sources for a PMP or open market activation. Our flexible methodology also allows for a review of websites and applications that target minority audiences, if desired, to help identify additional supplemental inventory options for diverse media budgets.

Methodology

Neutronian partners that subscribe to the DE&I Planning Tool dataset, submit a list of websites and apps for verification along with their current classification of each and their classification definitions. Neutronian then conducts a verification process in order to confirm the existing classification and provides feedback with documentation in any instances where the classification could not be verified, or conflicting details were found.

Neutronian's verification process includes an initial manual review and ongoing automated monitoring of each entity. Examples of the types of data that are reviewed to conduct verification include:

- Self-declared minority status on website and/or submitted via Neutronian form
- Owner and Exec team backgrounds
- Correlation with other public sources (ex. LinkedIn, Crunchbase, external certifications)

There are four stages in the verification process. Details on the stages and examples of the steps taken within each stage can be viewed in the table below.

STAGE	EXAMPLE STEPS*
INITIAL	- Collection of self-declared information - Dissonance testing against data shared on other public sites
FOLLOW-UP	- If discrepancies are found, email outreach is made to each entity with a request for self-attestation - Review of information provided via Neutronian submission form
MONITORING	- Crawler based monitoring is conducted quarterly to check for changes - Manual verification of changes and direct outreach conducted if needed
STANDARDIZATION	- Regular review and publication of score criteria and definitions - Advisory Board dialogue and industry presentations on progress

*For information and illustrative purposes only.

Verification Categories

The current verification categories included in Neutronian's database are:

- **Minority Owned:** One or more owners of the company/website/application is of a minority ethnicity (African American, BIPOC, LatinX, Asian American, etc.).
- **Female Owned:** One or more owners of the company/website/application is female or identifies as female.
- **LGBTQ+ Owned:** One or more owners of the company/website/application identifies as LGBTQ+.
- **Minority Targeted:** Website/application content is targeted to a minority audience.
- **Female Targeted:** Website/application content is targeted to a female audience.
- **LGBTQ+ Targeted:** Website/application content is targeted to a LGBTQ+ audience.

Other verification categories or alternative ownership thresholds (ex. 51%+ of owners must meet criteria) can be applied on a custom basis.

Output

Post validation, the results are added to Neutronian's DE&I Planning Tool database and the full database is shared with all partners that subscribe to the dataset.

The dataset contains the list of domains that were reviewed, the category(s) each domain was verified against and then a score for each verification category. Scores are assigned based on the information that was collected with the lowest score (1) indicating that no evidence or conflicting information was found, a moderate score (2) noting that some signals were identified to corroborate the classification, and the highest score (3) confirming the classification that has been assigned.

An illustrative example of the database output is shown below.

Domain/App	Verification Cateory(s)	Minority Ownership	Female Ownership	LGBTQ+ Ownership	Minority Targeted	Female Targeted	LGBTQ+ Targeted
domain1.com	Minority Owned (LatinX) & Female Owned	3	3	1	1	1	1
app 2	Female Owned & Targeted	1	3	1	1	3	1
domain3.com	Minority Owned (Middle Eastern)	2	1	1	1	1	1
app 4	LGBTQ+ Owned & LGBTQ+ Targeted	1	1	3	1	3	3
domain5.com	Minority Owned (AA) & Minority Targeted	1	1	1	3	1	1

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