

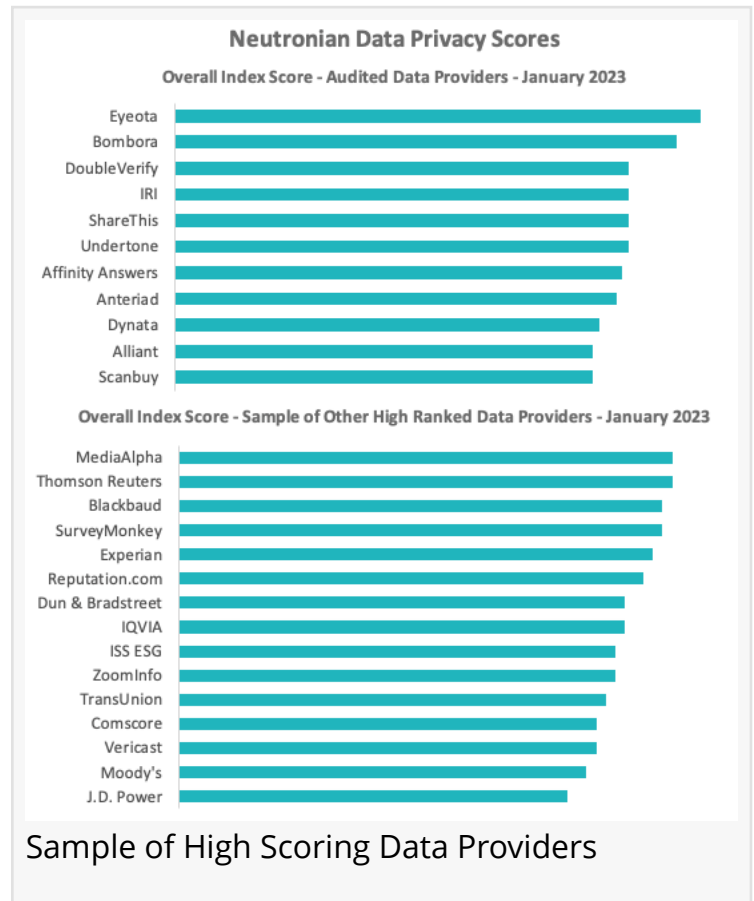
Neutronian launches Data Privacy Scoring of over 3,000 publishers, brands, ad platforms, retailers, and data providers

Dynata, IRI and Scanbuy the first data providers to leverage monitoring service, UM, Labelium and Causal IQ evaluate scores for campaign planning and analysis

NEW YORK, U.S., January 11, 2023 /EINPresswire.com/ -- [Neutronian](#) announced today that it has released its significantly expanded Q1 2023 [Data Privacy Scores rankings list](#), which now includes over 3,000 domains and companies. With an increasing number of high-profile privacy fines and lawsuits, it is clear that more transparency is needed across the marketing ecosystem. Neutronian Scores establish a standard for data privacy verification that provides this transparency and allows organizations to evaluate partners more effectively.

Based on the recently published Neutronian [Data Privacy Scores framework](#) (available for download on [neutronian.com](#)), these rankings provide marketers with clear guidance on data privacy risk when deciding which data and media partners to work with for a campaign. The Scores also provide the opportunity to monitor the data privacy of the sites where their ads are running and make optimizations during a campaign.

“As more states roll out new privacy legislation and as potential federal privacy law looms, greater, more consistent transparency into privacy and data practices across publishers and retail media is increasingly critical,” said Arielle Garcia, Chief Privacy Officer at UM Worldwide. “We support Neutronian’s efforts to create a standard for privacy verification and look forward to leveraging these independently-measured scores to complement our strong practices in evaluating our data and inventory partners.”



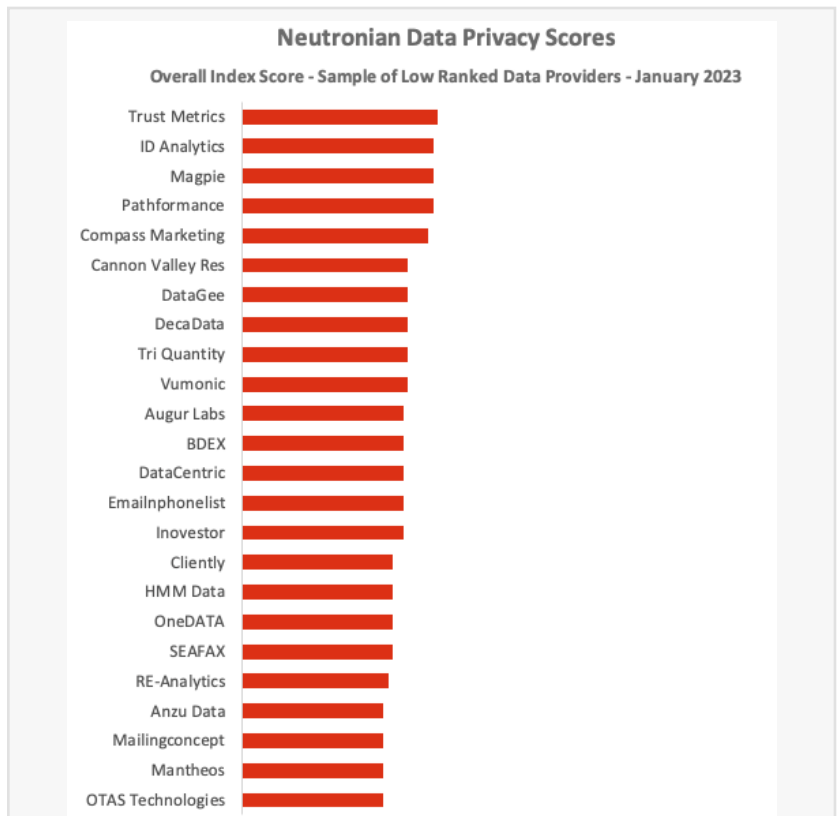
"Neutronian data privacy scores offer us not only a uniquely curated starting point for our clients' campaigns, but also a consistent measurement partnership for campaign success as our programs evolve. Privacy is at our core and Neutronian is guiding our process throughout the life of campaigns. It's reassuring knowing that we have such a strong advantage in the marketplace," said Clayton McLaughlin, EVP, Head of Media, Labelium America's.

In addition to providing guidance to marketers, the Neutronian Data Privacy Scores help rated companies monitor their own scores and allow them to evaluate themselves against their competitive set as well as the industry average. Top data providers including Dynata, IRI, and Scanbuy have announced that they plan to use the scores in this capacity.

"Marketers have an astounding amount of data options available for personalization efforts, but many companies struggle with understanding the impact of privacy considerations when using this data," said Jennifer Pelino EVP and Head of Global Media Solutions at IRI. "IRI has always been highly transparent and strict stewards of our data.

Independent evaluation with Neutronian Data Privacy Scoring drives the dialogue around data privacy and transparency forward in the advertising ecosystem and demonstrates to brands and agencies our commitment to high-quality, privacy compliant, transparent data."

"As the industry leader in high-quality, fully permissioned first-party data, Dynata is deeply committed to ensuring data privacy measures are transparent and embedded across all aspects of our business," said Steven Millman, Global Head of Research & Data Science at Dynata. "The



Sample of Low Scoring Data Providers



Sample of High Scoring Retailers

Neutronian Data Privacy Scores provide a valuable third-party review that helps us ensure we not only maintain transparency with our customers and consumers, but also remain a leader in data privacy across the data, insights and marketing ecosystem.”

For the first time, Neutronian has included the top 800 publisher domains in the rankings (including NYTimes.com, Pinterest, Yahoo, NBC, CBS, and Conde Nast) to highlight the level of data privacy on sites where digital campaigns are running. In addition, the rankings also include the top 70 retail rewards programs such as Kohls, Starbucks, REI, AutoZone, and Office Depot to measure the ease with which consumers may give consent for or opt-out of their data being used by these programs.

“We are excited to offer marketers this unique capability to evaluate data privacy across media inventory and data sources” said Timur Yarnall, CEO and co-founder of Neutronian. “And incredibly grateful to IRI, Dynata, Scanbuy and our entire list of certified data providers for stepping up to lead the ecosystem towards a transparent framework in this crucial area of data quality.”

Neutronian plans to release updated scores and expand the list of companies included in the rankings on a quarterly basis. To learn more about the scores and options for receiving the reports, reach out to partner@neutronian.com or visit <https://neutronian.com/ratings/data-privacy-scores/>

About Neutronian

Neutronian is a SaaS company providing the industry’s most comprehensive approach to data privacy and quality verification. Using a standard evaluation framework, Neutronian produces independent data privacy “credit scores” and in-depth data quality certification. These solutions help marketers confirm that their data and inventory partners are privacy compliant and ensure that their campaigns are running in privacy safe environments. High quality, privacy compliant data providers working with Neutronian can be rewarded via faster sales cycles and increased customer trust. For more information, please visit <https://neutronian.com>.

About UM

UM is a global media agency committed to futureproofing our clients' businesses for the now and the next. We leverage the transformational power of rich business analytics and real-time intelligence to maximize growth and activate the full consumer journey across content and connections. For more information, please visit <https://www.umww.com/>.

About Labelium

Labelium is a global, full service digital marketing agency. Holding the mantra that all media is performance media, Labelium supports some of the largest brands in the world across search, social, programmatic, gaming and digital sustainability. For more information, please visit <https://www.labelium.com/>

About IRI

IRI, which recently merged with The NPD Group to create a leading global technology, analytics and data provider, unifies technology, analytics and data to reinvent how people and companies make decisions, take action and optimize performance. With the largest repository of purchase, media, social, causal and loyalty data, all integrated into an on-demand, cloud-based technology platform, IRI helps to guide its more than 5,000 clients around the world in their quests capture market share, connect with consumers, collaborate with key constituents and deliver market-leading growth. For more information, visit www.iriworldwide.com.

About Dynata

Dynata is the world's largest first-party data platform for insights, activation and measurement. With a reach that encompasses nearly 70 million consumers and business professionals globally, and an extensive library of individual profile attributes collected through surveys, Dynata is the cornerstone for precise, trustworthy quality data. Learn more at www.dynata.com

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