

# Data Quality Performance Case Study for B2B Advertisers



eyeota

A Dun & Bradstreet Company

Neutronian



## Raising the Bar on Data Quality and Privacy Also Improves Performance

### The Challenge

While agencies and advertisers see the value in high-quality, privacy safe data, performance goals often take a higher priority in the data decisioning criteria.

Eyeota was looking for a way to prove that their clients can have it all – verified data quality, reduced privacy risk and better performance – by leveraging their Neutronian certified audience for their marketing needs.

### The Client

**causal iQ**

## The Solution

In partnership with Causal IQ, a programmatic solutions provider, Neutronian designed a testing plan where certified Eyeota segments could be leveraged side by side with other non-certified segments on a series of campaigns.

Working with Neutronian, Causal IQ selected a **set of campaigns** running with **various audience targets** for the test.



Eyeota aligned the **audience targets** to their taxonomy and **provided segment recommendations** for each campaign.



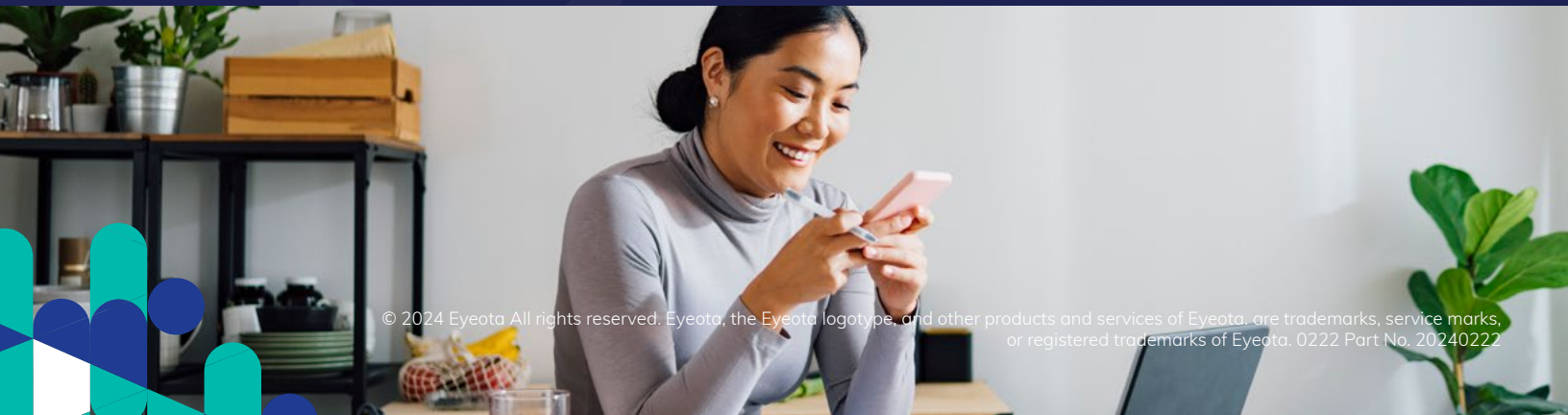
Causal IQ set up each campaign with **two different ad groups**. One ad group used the **Neutronian certified Eyeota segments** for targeting and the second ad group used other **non-certified third-party segments** for targeting.



Each campaign ran during Q4 2022 and the **campaign performance was analyzed** at the end of the test period by Causal IQ and Neutronian.

“When making decisions about the data to leverage for our clients’ marketing efforts, we take multiple factors into account – but most importantly whether or not it can help us meet our campaign KPIs. We have long believed that better performance starts with better quality data, and we are excited to partner with Neutronian and Eyeota to demonstrate this. We will continue to look to Eyeota’s high-quality, privacy-safe audiences to help us accomplish campaign performance goals while mitigating risk for our clients.”

– Jennifer Laing, VP of Operations at Causal IQ.



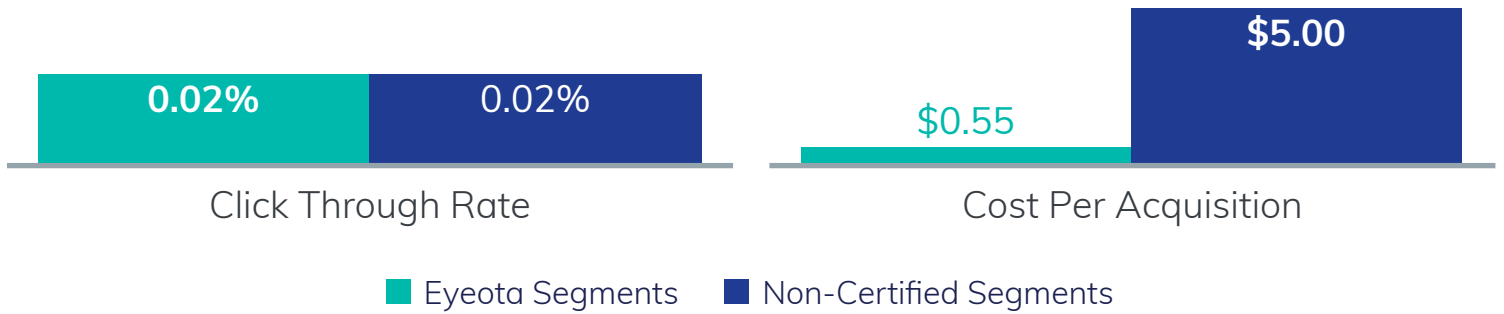
## The Results

The data from the test showed that Neutronian certified Eyeota segments:

- Drove more engagement via higher click-through rates and video completion rates
- Was more efficient on a cost per acquisition and cost per booking basis

### B2B Telco Advertisers

#### Quality-Certified vs Non-Quality-Certified Data



**Eyeota Segments outperformed non-certified segments**



“Eyeota continues to meet and exceed industry benchmarks and is setting the standard for best practices in data privacy and testing, ensuring that their customers have the highest quality and most ethically sourced data.”

– Lisa Abousaleh, Chief Customer Officer and Co-Founder of Neutronian