DATA TRANSPARENCY LABEL

Audience and identity data are the foundation for billions in marketing and media spend

- Relevance
- Consumer engagement
- Trusted connections

But not all data are created equal

- Roughly \$19 billion spent annually on audience segment data
- Differences in data quality and reliability
- Lack of tools to understand "what's inside"

















1 WHO provided the data segment

3 HOW the segment was constructed

Data Transparency Facts

Data Distributor Name: Data Company

Audience Snapshot

Data Distributor Contact: DataSolutionTeam@data.com

Data Provider Name: Leasing Company

Data Provider Contact: DataAccounts@leasingco.com

Branded Name	Auto Intenders – Six Months	
Standard Name	Auto Intenders	
Audience Description Households likely in the market to purchase a new vehicle in the next six months		
Geographies	USA	
Audience Construction	Attributes	
Audience Count	6,500,000	
Precision Level	Households	
Activation ID(s)	Cookies	
Audience Expansion	Yes	
Cross-Device Expans	ion Yes	
Last Refresh Date	02-Jan-2018	
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Event Lookback Wind	low 60 Days	
Data Source	dow 60 Days Attributes	
Data Source Source ID Description	Attributes n and postal codes of individuals	
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Data Source Source ID Description Dealer-reported names a who requested test drive	Attributes and postal codes of individuals and 1 130 000	
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Data Source Source ID Description Dealer-reported names a who requested test drive Source ID Contribution Precision Level ID Key Source Event Inclusion Method Seed Size (if mode	Attributes n and postal codes of individuals as on 1,130,000 Individual Name and Postal Transactions Observed aled) - Quarterly	

Working Group, with the support of CIMM, The ARF and IAB's Data Center of Excellence. For more information, please visit datalabel.org.

2 WHAT
audience
segment the
label describes

4 WHERE
the original data
components
were sourced











Data Transparency Facts

Data Distributor Name: Data Company

Data Distributor Contact: DataSolutionTeam@data.com

Data Provider Name: Leasing Company

Data Provider Contact: DataAccounts@leasingco.com











2 WHAT audience segment label describes

Audience Snapshot

Branded Name

Auto Intenders – Six Months

Standard Name

Auto Intenders

Audience Description

Households likely in the market to purchase a new vehicle in the next six months

Geographies

JSA









3 HOW the segment was constructed

Audience Construction	Attributes
Audience Count	6,500,000
Precision Level	Households
Activation ID(s)	Cookies
Audience Expansion	Yes
Cross-Device Expansion	Yes
Last Refresh Date	02-Jan-2018
Event Lookback Window	60 Days









4 WHERE data components were sourced

Data Source	Attributes
Source ID Description Dealer-reported names and postal codes of individuals who requested test drives	
Source ID Contribution	1,130,000
Precision Level	Individual
ID Key	Name and Postal
Source Event	Transactions
Inclusion Method	Observed
Seed Size (if modeled)	-
Source Refresh Frequency	Quarterly
Event Lookback Window	180 Days









WHAT'S NEXT?

WE ARE HERE Oct 2018 Kick off *Public Beta* period Oct 2018 Early Q2 2019 Release v1 Data Label to the industry Sign up for Beta: participate@datalabel.org Nov 2018 - Mar 2019 Accept input via public comment process **Nov 2018** Launch beta via **DataLabel.org** registry Late-Oct 2018 Begin developing certification program