

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**
Data Distributor Contact: DataSolutionTeam@data.com
Data Provider Name: **Leasing Company**
Data Provider Contact: DataAccounts@leasingco.com

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 USA

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

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

This Data Transparency Label has been developed by members of ANA's Council for Data Integrity and IAB Tech Lab's Data Transparency 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

1 WHO provided the data segment

Data Transparency Facts

Data Distributor Name: **Data Company**

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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	USA

3 HOW the segment was constructed



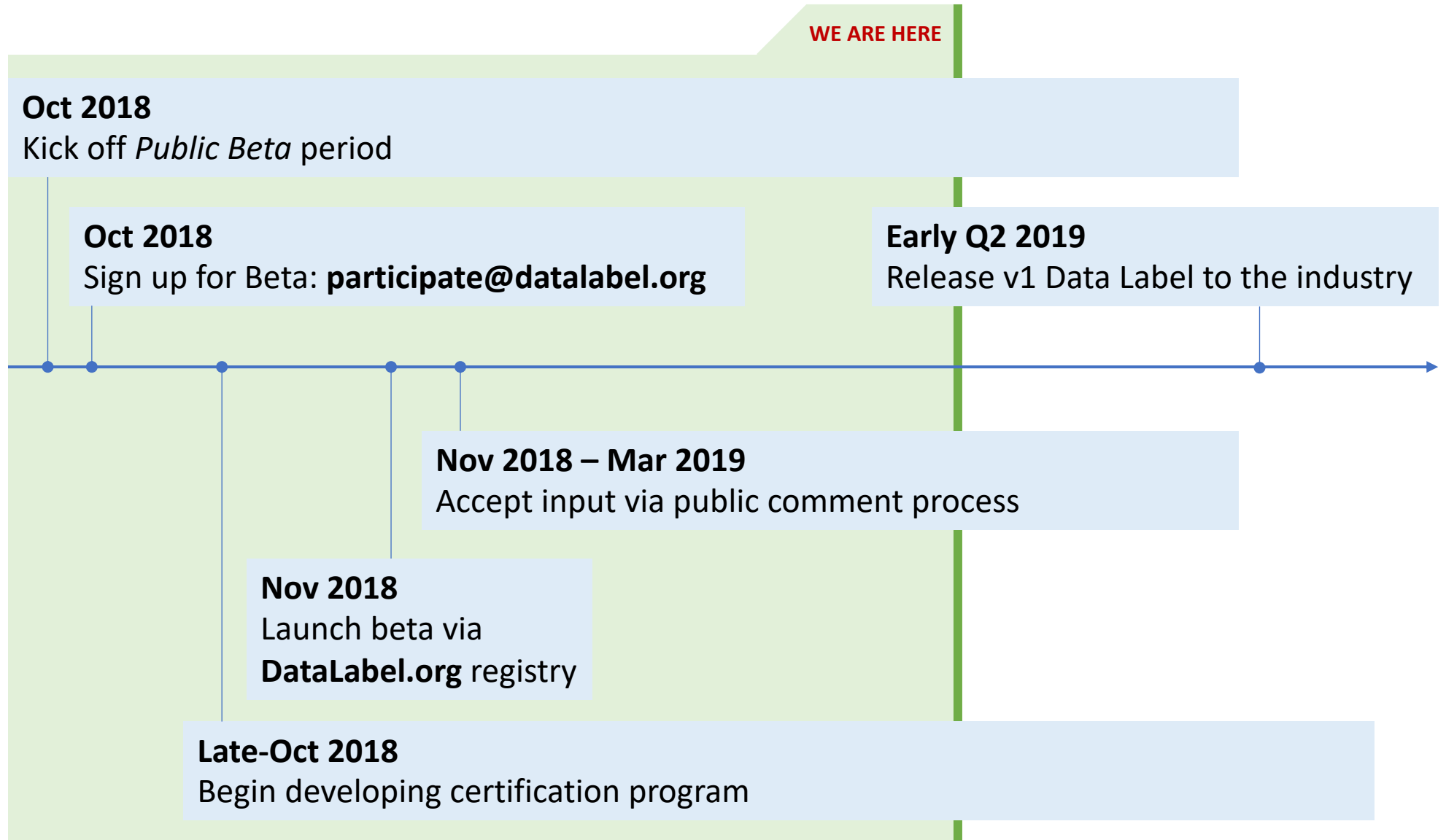
Audience Construction	Attributes
Audience Count	6,500,000
Precision Level	Households
Activation ID(s)	Cookies
Audience Expansion	Yes
Cross-Device Expansion	Yes
Last Refresh Date	02-Jan-2018
Event Lookback Window	60 Days

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?



iab.
TECH LAB

DMA | **ANA**

