



# THE PREMIUM WEB METHODOLOGY

Independently verified by PwC

## A study for a better future



by **DAMON REEVE**  
CEO, Ozone

**Since the launch of Ozone in summer 2018, one word has stuck firmly in the way we talk about our business – and that word is transparency. At the time of Ozone’s inception, much of our thinking was driven by the introduction of the GDPR and the need to be more open with consumers about the way we use their data in the world of digital advertising.**

Fast forward to today, and in addition to evolving privacy regulation, our industry is facing numerous new challenges; from cookie depreciation to AI advancements, to changes in media consumption impacted by search and social algorithms. For anyone championing this new era of digital, there has never been a more important time to be upfront and clear with your intentions.

As the premium digital advertising platform built for brands by publishers, Ozone believes the digital ecosystem should work first and foremost to their collective benefit; be it a publisher creating content that informs and entertains their readers, or a brand creating products and services that enhance their customers’ lives. As the sole creators of consumer value, they should also be the principal parties of the advertising exchange, and not secondary to tech platforms or intermediary businesses. When we talk about powering the Premium Web, this is exactly the type of relationship we want at its core.

At Ozone, we are driven to doing business the right way on the assumption that a healthy ecosystem is good for everyone; whether that’s building the products and capabilities needed to ensure a sustainable future for ad-funded journalism in a free information economy, creating a virtuous circle of value that simultaneously benefits both brands and publishers, or ensuring we never mishandle or misuse the consumer data entrusted to our publishers. Our Premium Web positioning is deeply rooted in the mantra of ‘just because we can, doesn’t mean we should’.

Which brings us to our decision to commission PwC to validate Ozone’s Premium Web Methodology. We know that transparency and trust go hand in hand, and we want to provide all of our partners with the reassurance that what we say we do, is actually what we do. This study represents a significant investment from Ozone – both in financial and human capital terms – yet one we hope will bring great value to our partners. For five months, PwC delved ‘under the hood’ of the Ozone platform to interrogate the mechanics of our operations. We firmly believe the rigour and robustness of this process sets a much-needed benchmark for transparency in digital advertising.

## The results of our audit



by **DORA MICHAIL-CLEUDDIN**  
CSO, Ozone

In testing the operating principles that underpin Ozone's platform, we split the work into two separate, yet interrelated chapters. In the first chapter, we tasked PwC with looking at three central tenets we see as critical for future growth of the Premium Web; Privacy Protection, Addressability and Impact Validation:

- **Privacy Protection** focuses on the need to ensure the security of a user's data is never undermined – from a legal, contractual or ethical perspective.
- **Addressability** examines Ozone's capability to accurately target valuable audiences in the age of the first-party web and when third-party cookies are no longer available.
- **Impact Validation** was devised to review the methodology of Ozone's proprietary measurements of incremental revenue for publishers.

In response, PwC constructed four distinct tests to measure the Ozone business against. These tests and the summary findings are shown in the table below:

	TEST OUTLINE	PWC KEY FINDINGS
1	Testing of publisher contracts to confirm the right to use the data	For all the contracts sampled it was noted that Ozone has the right to use the publisher data
2	Perform testing to confirm that individuals have given their consent for data to be used	PwC found no exceptions in testing publisher procedures and data for explicit audience consent
3	Confirm individuals are addressable across multiple publishers and browsers	PwC found that individuals were addressable across sampled browsers and publishers on desktop and mobile, using Ozone Identify, 83% of the time
4	Review Ozone's Always On Measurement methodology for incremental publisher value	Testing highlighted that Ozone's 'Always On Measurement' is an accurate and robust mechanism for calculating incremental publisher value

While these results from the first chapter tests validated Ozone's in-market positioning on major topics such as compliance, consent and addressability, the second chapter was constructed to take a holistic view of Ozone's accuracy in audience segmentation and addressability across the Premium Web, when third-party cookies are fully deprecated.

Chapter two comprises the two distinct tests outlined below, alongside the key findings from PwC's independent validation.

	TEST OUTLINE	PWC KEY FINDINGS
5	Perform a walkthrough and test that the segmentations are correct based on Ozone's methodology	PwC found that Ozone's contextual segments were accurate 99% of the time and the behavioural segments were accurately created in accordance with their methodology in all test cases.
6	Test that no other parties have permission and access to the relevant Ozone signals to create Protected Audience segments when not trading with Ozone	PwC confirmed through review of agreements that there are protections in place regarding the data and segmentation information. As a result of these protections, the semantic technology partner is prohibited from sharing any data with third parties.

For many of our closest partners, these results may not tell you anything you don't already know. However, we believe they provide assurance that when working with Ozone – either as a brand or a publisher – you can be confident that what we claim is accurate and truthful.

*“ Our testing confirmed that Ozone's methodology enables the addressing of audiences across premium publishers in a third-party cookieless world. Ozone's decision to open itself up to third-party testing is to be commended. Transparency is essential in supporting advertisers in reaching the right audiences, in the right context, at the right time. ”*

Adam Edelshain, Director, PwC

## Why this matters for brands



by **CRAIG TUCK**  
CRO, Ozone

Almost every conversation we have with brands and their agencies touches on the many challenges they face within today's digital advertising ecosystem. From ad fraud to Made For Advertising domains, data compliance to brand safety, what should be a golden opportunity to connect with their customers, can often be seen as a potential minefield.

Through PwC's audit of Ozone's Premium Web Methodology we have been able to set the standard for how campaigns should be delivered in a privacy-first, cookie-less web. We truly believe that doing things right should not be to the detriment of effective and trustworthy advertising outcomes that really shift the marketing needle. That's why this audit has focused on validating our audience addressability and segmentation capabilities in a first-party web.

We know from ongoing discussions that the principles underpinning Ozone's business align really closely with many of our brand partners – in particular, delivering a better advertising experience for consumers online. Now, thanks to the Premium Web Methodology, brands and their agencies have an independently assessed framework to test the integrity of their existing digital set-ups.

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## Why this matters for publishers



by **DANNY SPEARS**  
COO, Ozone

Industry collaboration and partnership have been central to Ozone's success to date, and the results of PwC's audit of the Premium Web Methodology go a long way to demonstrate the power of a level playing field for publishers of all sizes and guises. Consistency – as seen with our approach to data compliance and permissions across publishers – is a really important part of that jigsaw.

I'd like to call out two elements of the study that I believe to be particularly important for publishers. Firstly, the confirmation of Ozone's ability to address 83% of users in cookie-free environments is a clear sign of our readiness to help publishers thrive in the first-party web – where publishers, not third-parties, control and derive greater value from their coveted first-party data. Secondly, with PwC validating Ozone's 'Always On Measurement' approach as an accurate and robust way of measuring incremental value, we can work together to better understand how Ozone can improve your total levels of digital investment.

As a publisher-owned and publisher-built platform, Ozone is uniquely positioned to understand your challenges and help you navigate the changing landscape of the digital advertising ecosystem. We trust the independent testing and validation of these two key components of our Publisher Toolkit will only help to emphasise our commitment to both your individual businesses and the premium publishing industry at large.