EVIDON™

GLOBAL TRACKER report

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REVEALING THE INVISIBLE WEB

Welcome to the second edition of our semi-annual Global Tracker Report. This report showcases Evidon's new analytical capabilities and sheds light on the changes we've seen since we published our first, groundbreaking study last summer.

The online marketing ecosystem is more vibrant than ever, with an explosion of what we call "the invisible web"—the myriad technologies that power and facilitate business across that ecosystem. These innovations undeniably bring a wealth of benefits; the challenge is that businesses and consumers are often not aware of what's going on behind their computer screens. This lack of transparency has many implications, from lost conversions and lower advertising CPM's for publishers, to higher marketing costs for advertisers, to continuing consumer privacy issues.

Our study found that 55% of tracking scripts were placed on websites by someone other than the site's owner.

Our mission is to reveal the invisible web—to offer a new kind of intelligence into the digital ecosystem that helps our clients make better decisions. This report is a starting point—a piece of that intelligence at the macro level. Step two is bringing it home with our clients, helping them to understand how the invisible web impacts *their* business, and to develop a data strategy that helps them grow.

This Global Tracker Report contains new data, including our breakthrough analysis of the "redirect chain" of tracking code beneath a website. Our study found that 55% of tracking scripts were placed on websites by someone other than the site's owner. For more on this study, see "Crashing the Data Party" on page 11.

Kudos to Andy Kahl, our Director of Data Analysis, who has done a great job of pulling this report together. Andy worked closely with Dr. John Kittrell, PhD, our Data Scientist, to ensure that the report's findings are both sound and as useful to the digital marketing community as possible.

As always, we want to thank the 7.5 million members of the Ghostery panel who provide us with this fascinating data about the tracking technologies they encounter as they navigate 26 million domains across the web.

Lastly, I'm very happy to have our friend and Evidon partner, MediaMath CEO Joe Zawadski, contribute to this report. His perspectives on online tracking are invaluable.

We look forward to your feedback, so please drop us an email at feedback@evidon.com. You can also share your thoughts on our @evidon Twitter feed.

Best,

Scott Meyer
CEO
Evidon, Inc.

IN THIS EDITION...

Compiling this edition of the Global Tracker Report has been exciting for those of us neck-deep in Evidon data. Since the inaugural edition, we've made dedicated and significant progress in all aspects of our data collection, storage, and reporting infrastructure.

Global tracking is a more proliferate industry than ever; over the 2012 calendar year, the number of unique trackers encountered by the Ghostrank panel grew by 53%. There has never been a more precise intersection between demand for advanced advertising technology and public awareness of privacy concerns.

Over the 2012 calendar year, the number of unique trackers encountered by the Ghostrank panel grew by 53%.

In order to best report on this growing ecosystem, we improved our commonality score index. Many tracking technologies, particularly site analytics tools, rely on ubiquitous distribution to provide site owners with granular reporting. These services naturally hold the top spots of any web tracking census. With our improved commonality score, volume is weighed alongside the number of different domains and how frequently the trackers are seen within those domains. The commonality score takes these different interactions into consideration to give an accurate and actionable view of this invisible web ecosystem.

We've also developed an improved method for determining tracker latency, which mitigates the effects of outlying times on the more statistically sound averages seen across our panel.

More information about the methodology used to collect the data featured in this report is available in the appendix. Please don't hesitate to contact us if you'd like more details.

Thanks for reading,

Andy Kahl
Director, Data Analysis
Evidon, Inc.

For full methodology on commonality scores see appendix.

TOP TRACKER SURVEY

2012, by Quarter

QTR. 4

Rank	Tracker	Commonality Score	Prev.
1	Google Analytics	99.90	1
2	Facebook Connect	99.80	2
3	Google Adsense	99.70	4
4	Facebook Like Button	99.59	3
5	Google +1	99.49	5
6	DoubleClick	99.39	6
7	AddThis	99.29	9
8	Twitter Button	99.19	7
9	Omniture	99.09	10
10	Quantcast	98.99	8
11	ScoreCard Research Beacon	98.88	11
12	MixPanel	98.78	143
13	OpenX	98.68	13
14	Right Media	98.58	14
15	AppNexus	98.48	15
16	Statcounter	98.38	16
17	Google AdWords Conversion	98.28	12
18	Amazon Associates	98.17	35
19	LiveInternet	98.07	19
20	Twitter Badge	97.97	20
21	Microsoft Atlas	97.87	21
22	Criteo	97.77	22
23	New Relic	97.67	26
24	ShareThis	97.57	23
25	ValueClick Mediaplex	97.46	24

QTR. 3

Rank	Tracker	Commonality Score	Prev.
1	Google Analytics	99.89	1
2	Facebook Connect	99.77	3
3	Facebook Like Button	99.66	4
4	Google Adsense	99.54	6
5	Google +1	99.43	5
6	DoubleClick	99.32	9
7	Twitter Button	99.20	7
8	Quantcast	99.09	8
9	AddThis	98.97	2
10	Omniture	98.86	10
11	ScoreCard Research Beacon	98.75	11
12	Google AdWords Conversion	98.63	15
13	OpenX	98.52	12
14	Right Media	98.40	13
15	AppNexus	98.29	22
16	Statcounter	98.18	17
17	Piwik Analytics	98.06	14
18	Disqus	97.95	31
19	LiveInternet	97.83	18
20	Twitter Badge	97.72	20
21	Microsoft Atlas	97.61	16
22	Criteo	97.49	21
23	ShareThis	97.38	23
24	ValueClick Mediaplex	97.26	24
25	NetRatings SiteCensus	97.15	29

THE GROWTH AND GROWING VOLATILITY OF THE TRACKING LANDSCAPE

There were 645 unique tracking technologies encountered by the Ghostery panel in the first quarter of 2012. By the last quarter of the year that number had increased to 987 — an increase of 53%. Among the top 50 trackers, the average annual change in commonality score was 4%, but things get more volatile near the bottom of the pack — change increases to over 12% overall. This growth was sustained amid a year of economic recession and increased attention to privacy, which is not the most fertile bed for data collection cultivation. There is every reason to forecast continued growth as the worldwide economy stabilizes and the public understanding of the tracking industry increases.

QTR. 2

Rank	Tracker	Commonality Score	Prev.
1	Google Analytics	99.87	1
2	AddThis	99.74	4
3	Facebook Connect	99.61	2
4	Facebook Like Button	99.48	6
5	Google +1	99.35	5
6	Google Adsense	99.22	3
7	Twitter Button	99.09	8
8	Quantcast	98.96	7
9	DoubleClick	98.83	10
10	Omniture	98.70	11
11	ScoreCard Research Beacon	98.57	14
12	OpenX	98.44	9
13	Right Media	98.31	15
14	Piwik Analytics	98.18	29
15	Google AdWords Conversion	98.05	18
16	Microsoft Atlas	97.92	16
17	Statcounter	97.80	13
18	LiveInternet	97.67	12
19	Yandex.Metrics	97.54	20
20	Twitter Badge	97.41	21
21	Criteo	97.28	23
22	AppNexus	97.15	17
23	ShareThis	97.02	22
24	ValueClick Mediaplex	96.89	19
25	Wordpress Stats	96.76	24

QTR. 1

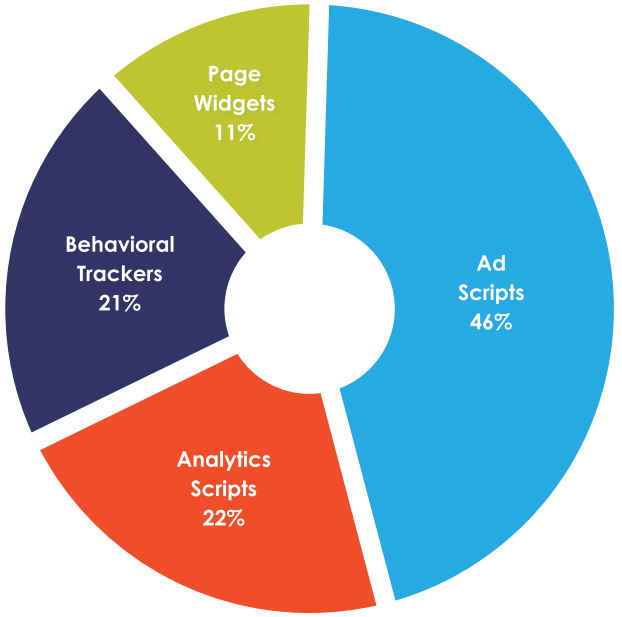
Rank	Tracker	Commonality Score
1	Google Analytics	99.84
2	Facebook Connect	99.69
3	Google Adsense	99.53
4	AddThis	99.38
5	Google +1	99.22
6	Facebook Like Button	99.07
7	Quantcast	98.91
8	Twitter Button	98.76
9	OpenX	98.60
10	DoubleClick	98.45
11	Omniture	98.29
12	LiveInternet	98.14
13	Statcounter	97.98
14	ScoreCard Research Beacon	97.83
15	Right Media	97.67
16	Microsoft Atlas	97.52
17	AppNexus	97.36
18	Google AdWords Conversion	97.20
19	ValueClick Mediaplex	97.05
20	Yandex.Metrics	96.89
21	Twitter Badge	96.74
22	ShareThis	96.58
23	Criteo	96.43
24	Wordpress Stats	96.27
25	MediaMind	96.12

Representative of data across approximately 157M unique URL paths per month and 46 geographic regions.

TRACKER CATEGORY SURVEY

CATEGORICAL ADVANTAGE

There are few surprises when the trackers are broken down by type. Ad scripts make up nearly half of all the scripts across the web, as ad networks deploy not only ad delivery scripts, but also conversion and tracking scripts to better target those ads. Google AdSense had the highest commonality score among those ad networks. Interestingly, Facebook Connect tops the page widget category — indicating that many sites across the web are allowing users to identify themselves with their Facebook credentials. This is another example of Facebook centralizing itself in the world of data collection — the Connect service and Like button services collectively work to establish a presence for the social network on an industry-leading number of unique domains.



Unique Deployment by Type

Qtr. 1	Count
ad	283
analytics	157
tracker	130
widget	63

Qtr. 2	Count
ad	349
analytics	171
tracker	154
widget	84

Qtr. 3	Count
ad	400
analytics	178
tracker	175
widget	106

Qtr. 4	Count
ad	458
analytics	190
tracker	211
widget	115

Total	Percentage
ad	46.2%
analytics	21.6%
tracker	20.8%
widget	11.4%

Representative of data across approximately 157M unique URL paths per month and 46 geographic regions across the 2012 calendar year.

Tracker Categories

Ad Scripts

Tracker	Annual Avg
Google Adsense	99.50
DoubleClick	99.00
Quantcast	98.99
OpenX	98.56
Right Media	98.24
Google AdWords Conversion	98.04
AppNexus	97.82
Microsoft Atlas	97.73
Criteo	97.24
ValueClick Mediaplex	97.17

Advertising scripts deliver ads and track users for future ad delivery.

Analytics Scripts

Tracker	Annual Avg
Google Analytics	99.87
Omniture	98.74
ScoreCard Research Beacon	98.51
Statcounter	98.08
Piwik Analytics	97.28
Yandex.Metrics	97.00
Wordpress Stats	96.77
WebTrends	95.11
NetRatings SiteCensus	94.94
Histats	93.93

Analytics scripts provide data to website owners about their audience.

Behavioral Trackers

Tracker	Annual Avg
Rambler	95.67
DoubleClick Floodlight	95.08
eXelate	94.78
BlueKai	93.41
Audience Science	92.97
Tynt Insight	91.34
Optimizely	90.83
Chango	88.76
TargusInfo	88.71
Lotame	87.94

Behavioral trackers segment users for ad and content targeting.

Page Widgets

Tracker	Annual Avg
Facebook Connect	99.72
Facebook Like Button	99.45
Google +1	99.37
AddThis	99.35
Twitter Button	99.06
LiveInternet	97.93
Twitter Badge	97.46
ShareThis	97.14
Disqus	96.48
Whos.amung.us	95.87

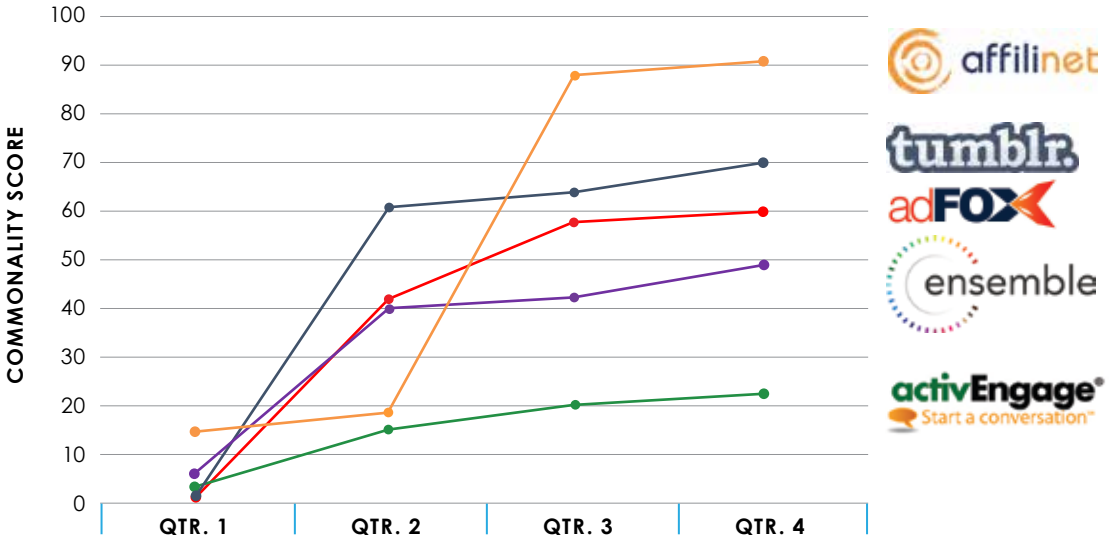
Page widgets collect data while providing some function to the user.

TRACKER GROWTH SURVEY

TRACKING AS A SIDE-JOB: THE EXPLOSIVE GROWTH OF PAGE WIDGETS

2012 was another strong year for tracker growth—particularly among those services that provide direct functionality to a site's users. Data collection is the lucrative trade-off for social networks, video players, and other services that provide tools for websites to enhance and promote their content. The unprecedented and continued growth of these widgets are indications that web site developers are eager to take advantage of these opportunities—but those sites should be equally eager to understand exactly how these services are collecting and using audience data.

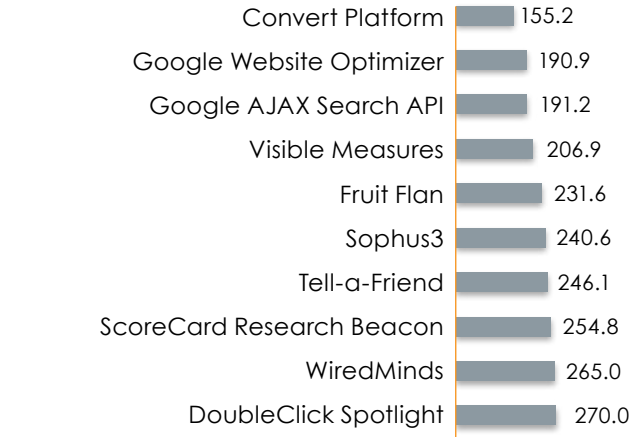
Fastest Growing Tracking Technologies
2012, by quarter



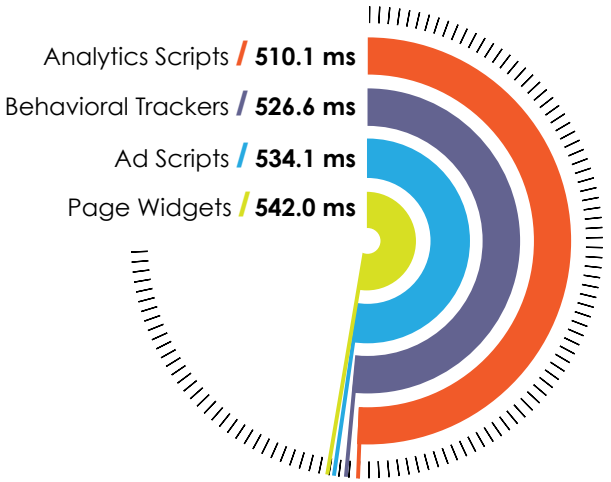
Among trackers with at least three trailing quarters of tracking data. Representative of data across approximately 157M unique URL paths per month and 46 geographic regions.

LATENCY SURVEY

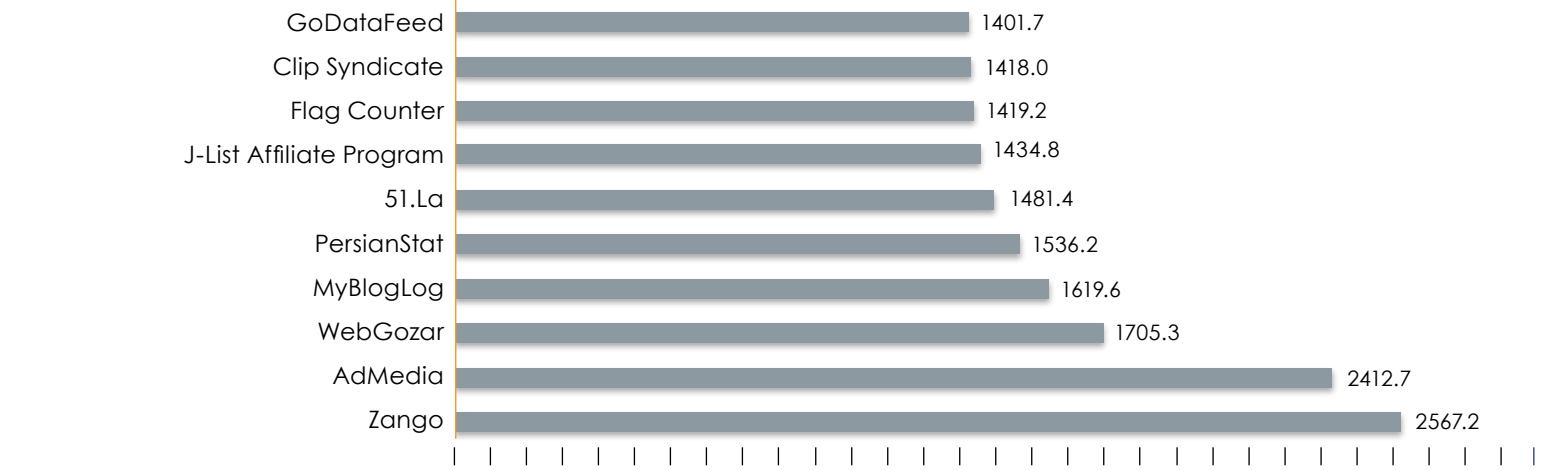
Fastest Average Trackers in ms



Average Latency by Type



Slowest Average Trackers in ms



Representative of data across approximately 157M unique URL paths per month and 46 geographic regions. See appendix for latency calculation methodology.

GLOBAL TRACKER SURVEY

CANADA

Rank	Tracker	Commonality
1	Google Analytics	100.00
2	Google Adsense	99.57
3	Facebook Like Button	99.13
4	Facebook Connect	99.78
5	ScoreCard Research Beacon	98.48
6	Google +1	99.35
7	DoubleClick	98.05
8	Quantcast	98.27
9	AddThis	98.70
10	Twitter Button	98.92

UNITED STATES

Rank	Tracker	Commonality
1	Google Analytics	100.00
2	Facebook Connect	99.87
3	Google Adsense	99.74
4	Facebook Like Button	99.61
5	Google +1	99.48
6	Twitter Button	99.35
7	AddThis	99.22
8	Quantcast	99.10
9	DoubleClick	98.97
10	ScoreCard Research Beacon	98.84

UNITED KINGDOM

Rank	Tracker	Commonality
1	Google Analytics	100.00
2	Google Adsense	99.46
3	Facebook Like Button	99.29
4	Google +1	99.64
5	Facebook Connect	99.82
6	DoubleClick	98.75
7	Twitter Button	99.11
8	AddThis	98.93
9	Omniture	98.21
10	Quantcast	98.39

SPAIN

Rank	Tracker	Commonality
1	Google Analytics	100.00
2	Facebook Like Button	98.46
3	Facebook Connect	99.62
4	Google +1	99.23
5	Google Adsense	98.85
6	AddThis	97.69
7	DoubleClick	96.92
8	Twitter Button	98.08
9	Quantcast	96.54
10	ScoreCard Research Beacon	97.31

FRANCE

Rank	Tracker	Commonality
1	Google Analytics	100.00
2	Facebook Connect	99.79
3	Google Adsense	99.38
4	Twitter Button	98.96
5	Facebook Like Button	99.17
6	Google +1	99.59
7	DoubleClick	98.34
8	AT Internet	98.55
9	AddThis	98.76
10	Omniture	96.89

ITALY

Rank	Tracker	Commonality
1	Google Analytics	100.00
2	Google Adsense	99.36
3	Google +1	99.04
4	Facebook Connect	99.68
5	Facebook Like Button	98.73
6	DoubleClick	97.77
7	Twitter Button	98.41
8	ScoreCard Research Beacon	97.45
9	AddThis	98.09
10	Quantcast	97.13

GERMANY

Rank	Tracker	Commonality
1	Google Analytics	100.00
2	Facebook Connect	99.84
3	Google Adsense	99.68
4	Facebook Like Button	99.52
5	Google +1	99.37
6	AddThis	99.21
7	Twitter Button	99.05
8	DoubleClick	98.89
9	Piwik Analytics	98.73
10	OpenX	98.57

NETHERLANDS

Rank	Tracker	Commonality
1	Google Analytics	100.00
2	Google Adsense	99.49
3	Facebook Connect	99.74
4	Google +1	99.23
5	Facebook Like Button	98.97
6	DoubleClick	98.20
7	Twitter Button	98.46
8	AddThis	98.71
9	Omniture	96.92
10	Quantcast	97.69

JAPAN

Rank	Tracker	Commonality
1	Google Analytics	100.00
2	Twitter Button	99.54
3	Google Adsense	99.07
4	Google +1	98.15
5	Facebook Like Button	98.61
6	DoubleClick	97.22
7	Facebook Connect	97.69
8	AddThis	93.98
9	Google AdWords Conversion	95.37
10	Quantcast	92.59

CHINA

Rank	Tracker	Commonality
1	Google Analytics	100.00
2	Google Adsense	95.65
3	CNZZ	97.83
4	Google +1	82.61
5	Facebook Connect	86.96
6	DoubleClick	80.43
7	Twitter Button	93.48
8	Facebook Like Button	89.13
9	OpenX	91.30
10	AddThis	73.91

Geographic Latency in ms

Netherlands	400.1
Canada	486.0
United States	519.0
United Kingdom	524.0
Germany	547.6
Japan	562.7
France	581.0
Spain	618.3
Italy	672.6
China	797.2

Average Number of Trackers Deployed per Site

United States	9.0
Canada	8.5
United Kingdom	8.4
Spain	7.9
Italy	7.9
Netherlands	7.4
France	7.3
Japan	7.1
Germany	7.1
China	5.9

SPOTLIGHT: CRASHING THE DATA PARTY

A Tracker Deployment Study

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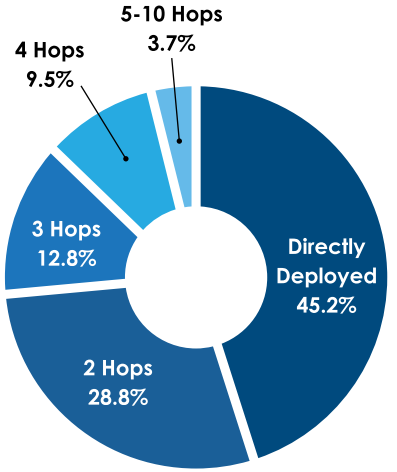
The estimated cost of a 30-second ad during the Super Bowl will be more than $3.5M. By contrast, a 30-minute infomercial costs about $15,000. Advertising has never been valued primarily on length of the spot or area in the newspaper, but instead on the audience that it will reach. The advent of online advertising brought with it the potential to target an extremely specific audience—further undermining volume as a direct measure of value. Even with a relatively small readership, a website can earn revenue from offering advertisers access to a sought-after audience.

While it would be advantageous to keep the audience as exclusive as possible, publishers find value in partnering with data collection and advertising targeting technologies in order to connect advertising dollars with their chosen demographic. Companies have grown into every conceivable niche in the ad technology stack, and publishers have hurried to adopt them in an effort to realize as much advertising revenue as possible.

On average, 2.8 "hops" were required to deploy the tracking technologies in our sample.

Ad technology companies, in turn, have partnered with one another to better qualify and reach specific user segments. Services have grown more and more specialized as a result. A data collection company may partner with a data aggregator, and that aggregator may partner with an ad targeter to deliver the actual creative. Technically, these partnerships often take the form of page script redirection or piggy-backed deployment.

A publisher codes a tracking tag onto their page, and when that script executes, it delivers another tag to the page. That tag then fires, and can return scripts itself. Without dedicated diligence, the publisher can go unaware of the technologies that are present on the pages they otherwise control.



Tracking technology deployment breakdown among tag deployment chains with 10 or fewer hops.

This scenario is more common than it may seem. In a scan of data collection technologies on over 500 websites, we found that fewer than half of the trackers were deployed directly, and instead placed on the page by another technology partner.

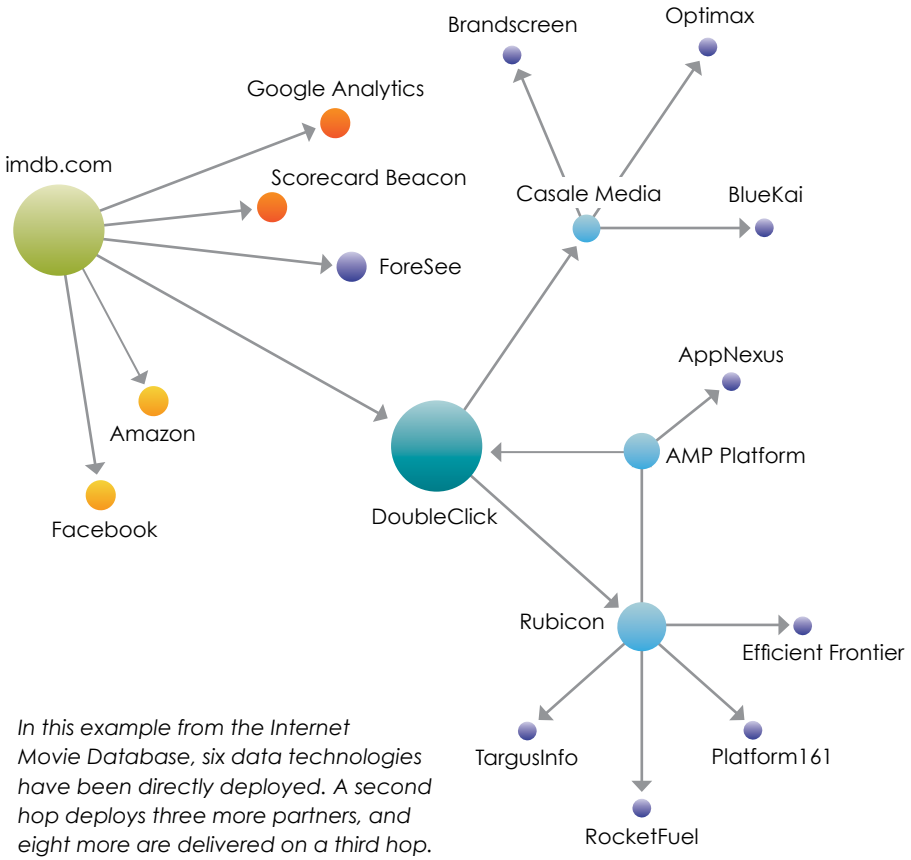
For the purposes of this study, the string of partnerships is called the "tag chain," and each individual link in the chain is called a "hop." On average, 2.8 hops were required to deploy the tracking technologies in our sample. Some types of scripts are more likely to launch redirects than others. Page widgets like social sharing buttons and site analytics scripts are often single, static elements that don't commonly spawn other trackers. Many advertising network scripts and behavioral trackers utilize partnerships to enhance their services. Frequently, especially in the case of advertising exchanges, potential partners are chosen as a result of server-side matching decisions.

With each hop, new scripts are deployed on the site—meaning a new company has access to a wealth of data about the user and the page on which it has been placed. This undermines the exclusivity, and thus the value, of the publisher's audience. Most third-party providers place a single set of

cookies that are updated from site to site — storing the data between those sites in shared space. Web site publishers are frequently diligent about protecting their data from their competitor's sites, but that's typically addressed only in contracts with direct partners. Without increased intelligence about the potential for technological children, publishers cannot measure the effectiveness of these services against the cost of leaked audience data.

There is more risk than potential lost revenue. New page scripts mean new potential security vulnerabilities, and in the event of a breach, both network security and legal associates will need visibility into these scripts to properly react. Online privacy continues to establish itself as a mainstream concern, and international legislation and industry standards require disclosure of tracking technologies employed on a site.

With the rapid emergence of new technologies and continued evolution of established services, it is increasingly difficult to stay informed of just how far the tracking tag chain can reach. As this research indicates, however, publishers can assume that the trackers they've coded onto the page themselves represent less than half of the companies with access to their users.



In this example from the Internet Movie Database, six data technologies have been directly deployed. A second hop deploys three more partners, and eight more are delivered on a third hop.

WHY DOES ALL THIS DATA MATTER?

Joe Zawadzki, CEO, MediaMath

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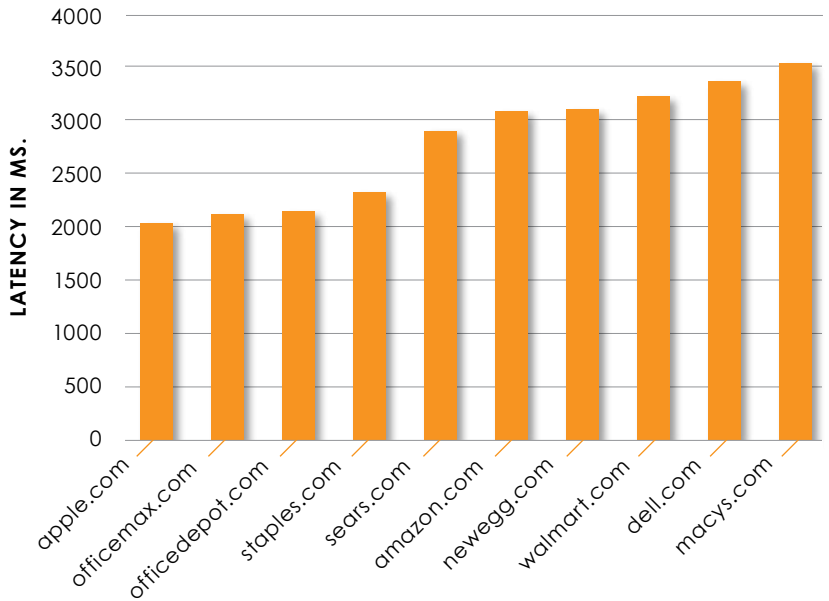
2012 was another year of advances in analytics, ad serving, tag management, image serving and a host of other ad technologies; all of which provide an increasingly precise understanding of the audience segments available to an advertiser. A recent Forrester study indicates that "brand marketers must embrace new forms of technology to reap the full benefits that the [online] medium has to offer — and must equip their organization to be ready for the future of data-driven, programmatic buying across the full suite of addressable channels."[1] A healthy ad tech industry relies on marketers who seek new ways to capitalize on audience data, and ad tech providers who continue to build innovative tools suited to that purpose. But we cannot collectively ignore the challenges and responsibilities that come along with pioneering technology. Among these challenges: cultivating user trust, managing load latency, site security, and protecting data exclusivity.

Proper disclosure of data-driven activities remained a front-of-mind issue throughout 2012. Industry groups refined their recommendations and best practices, taking steps to address emerging technologies and platforms. Legislative and regulatory bodies all over the world took up the issue in various forms, and some jurisdictions codified disclosure standards into law. Marketers need full awareness of data collection tools in use on a site, including second or third-level trackers that are brought in when a

Tracking Tag Latency on Major Retail Websites, November 2012



1. Brand Marketers Must Explore New Technologies to Capture Display Advertising's Full Potential (www.mathmen.com/pcast/content/Forrester_Education.pdf)

partner redirects to one of *their* partners. This is necessary in order to offer accurate and comprehensive disclosure. Web users are increasingly aware of advertising technology, and both site owners and technology providers can only benefit from cultivating trust from those users through a transparent discourse about the use of audience data.

New technologies mean new and more robust page tags — which add to page latency. With 57% of users abandoning a page if it doesn't load in three seconds or less, and 67% of consumers citing slow loading times as the primary reason for quitting an online purchase,[2] speed clearly translates into money. A one-second delay results in a 7% loss in conversions,[3] so if a website typically earns $100,000 per day, it could face annual revenue loss of $2.5 million. Site owners must be vigilant about the cost of loading speed, and ad technology providers should take steps to optimize their page code and serving infrastructure to be sure they aren't the cause of bloated latency.

Script injection via compromised systems is a favorite tool of hackers all over the web. Google's SafeBrowsing team finds 9,500 new malicious websites a day, many of which are legitimate sites that have been compromised through malware authors. The service issues "thousands of notifications daily to webmasters" to warn of malicious code on their site.[4] Without a clear understanding of technological partners, it becomes impossible for sites and tech providers to diligently examine the security practices of these partners, and therefore makes it difficult to protect against these kinds of security breaches.

Finally, it is extremely important to recognize the value of audience intelligence as a fundamental asset in the world of data-driven advertising. In a complex and convoluted technology ecosystem, the temptation to employ a wide variety of niche tools is omnipresent and extremely compelling — but the more partners in a transaction, the more diluted the data. As the data in this report shows, less than half of the data collection tags on the average website are placed directly by the site owner. More than 13% of these scripts were deployed in four or more hops, which indicate that the rampant growth of a tree full of data collectors isn't solely a publisher problem. Audience exclusivity could be a critical advantage for publishers and data collectors, but can only be realized with properly managed relationships and a fully-formed understanding of employed tools.

Websites have good options to get their tagging strategy under control. Pixel-free technology, such as the Akamai solution we employ, enables websites to capture 100% of their traffic, across all pages, eliminating the latency issues described above. Utilizing an enterprise tag manager can also make a difference. But the tag manager can only be truly successful if the site owner has full visibility into every piece of tracking code on its site, as well as how it got there. Regular full-site tag monitoring and auditing should be undertaken to appropriately weigh the utility and performance of companies discovered.

The theme of this 2012 report is clear — innovation of new tools, adoption of those tools, and public awareness of data-driven advertising are all on the rise. It's an exciting time to be a part of the digital marketing industry— better tools in greater numbers offer us more granular audience intelligence. As an industry, we should dedicate 2013 to becoming as intelligent about the tools we employ as we are about the audience they help us to understand.

2. Online Retail Consumer Shopping Habits – Brand Perfect (brandperfect.org/index.php/knowledge/articles/311-online-retail-consumer-shopping-habits-brand-perfect-research-report)
3. The Performance of Web Applications – Aberdeen (www.aberdeen.com/aberdeen-library/5136/RA-performance-web-application.aspx)
4. Safe Browsing – Protecting Web Users for Five Years and Counting (googleblog.blogspot.com/2012/06/safe-browsingprotecting-web-users-for.html)

APPENDIX: METHODOLOGY

COMMONALITY SCORE

A two-factor model of impression volume is defined to control for various levels of tag-integration. The first and heaviest factor is the distribution of a given tag over the entire Internet, whereas the second factor is a normalized count of impressions per unique URL path. Hence tags that get large amounts of volume on account of being deeply integrated within a domain are put on the same level as tags that might appear on a small number of unique paths within a domain.

For each tracking tag, factors are established for tag distribution and path-adjusted volume, and the commonality score is calculated by taking a weighted average of the two factors.

LATENCY MEASUREMENT

In order to provide a more real-world picture of latency experienced over the entire Internet, tracking tag latency is measured over the historical browsing archive of the GhostRank panel. This approach introduces noisy data and outliers that could potentially skew calculations. Two methods are employed to mitigate values at the extreme ends of the latency spectrum. On the low-end, kernel density estimations are used to isolate points where caching is occurring. On the high-end, successive partitions are winsorized, thus ensuring a smooth sample set from which latency measurements are made.

Reveal the Invisible Web.

EVIDON™ ENCOMPASS

See all tracking across your websites and how it got there, to:

1. Convert more customers
2. Sell more advertising at a higher price
3. Comply with global privacy regulations

EVIDON™ InForm™

Give consumers notice and control over how their data is used, to:

1. Protect their privacy
2. Comply with ePrivacy Directive, AdChoices Programs
3. Grow your business

Ghostery®

Understand and control the companies that are tracking you when you visit a website.

About Evidon

EVIDON REVEALS THE INVISIBLE WEB.

Its technology gives brands, publishers, networks and other businesses around the world unique insight into the digital ecosystem—including unparalleled intelligence on the marketing technologies that underpin the commercial web—and the power to control their impact on business.

That technology includes Ghostery®, Evidon's browser tool that reports on data collection across 26 million websites and informs the company's business control solutions. Evidon also provides market-leading privacy controls for more than $1 billion of display media annually that empower more than 150 million people a day to control how their information is used online.

Companies make smarter decisions, protect their businesses and consumer privacy, and grow revenue as a result.

EVIDON™

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