CEOCFO Magazine - The Most Powerful Name In Corporate News and Information

With Products that includes their Ghostery® Browser Tool Reporting on Data Collection across 26 Million Websites, Evidon is growing at an Incredible Pace Bringing Real Transparency to the very Complex Ecosystem of Online Marketing Technology

**Business Services
Business Intelligence**

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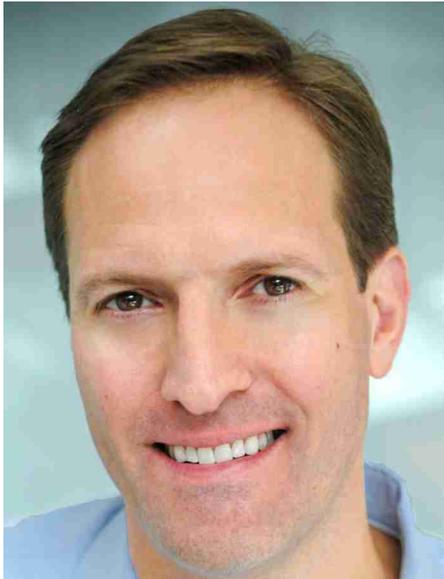
**Scott Meyer
CEO**

BIO:
Scott created Evidon (formerly Better Advertising) while an Entrepreneur in Residence at Warburg Pincus LLC, the global private equity firm that is supporting the company. From 2005-2008, Scott was President and CEO of About.com, a part of The New York Times Company. He spent eight years with The New York Times Company in a number of senior management roles. In addition to his role at About.com, he was the General Manager of the company's flagship website, The New York Times on the Web. He also served as Vice President, strategic planning for The Boston Globe. Before joining The New York Times Company, Scott was with Multex.com (a venture-backed company which was acquired by Reuters in 2003 after a successful IPO in 1999), where he was Vice President and General Manager of its business-to-consumer division. Before beginning his media career, Scott worked in management consulting at The Boston Consulting Group and in investment banking at Merrill Lynch & Co. Scott holds an A.B. in Public Policy and American Institutions from Brown University, where he was a winner of the Rouse Prize for Economics. Scott also interned in the US Senate and in the Office of Management and Budget as a recipient of a White Internship from the Taubman Center for Public Policy at Brown. He has an M.B.A. from Harvard Business School.

About Evidon, Inc.
Evidon reveals the invisible web.

Its technology gives brands, publishers and solutions providers around the world unique insight into the digital ecosystem—including unparalleled intelligence on the third-party technologies that underpin the commercial web—and the power to control their impact on their businesses.

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.

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

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. Meyer, Evidon reveals the invisible web, what is happening at Evidon?
Mr. Meyer: Our business is growing at an incredible pace because we are the only company out there that can actually bring real transparency to what is happening in this very complex ecosystem of online marketing technology. When you deliver this correctly, it enables compliance with privacy regulations to be much simpler and empowers your business to grow. Also, with a good handle on the tracking code that is running on your websites, you improve your website performance and protect your audience data.

CEOCFO: What is your solution?
Mr. Meyer: The ads you see and the websites you visit are underpinned by an extremely complex web of technology delivered by literally thousands of companies. On every website you visit there is, on average, 64 different companies collecting data and somehow involved in bringing that webpage or the ads that you see (on that page and others across the web) to you the consumer. So why is that a problem? It only becomes an issue if you do not know who is there and if

you are not in control of it. For starters, you need to disclose all of the tracking on your ads and website in order to comply with privacy laws in the US and Europe. By figuring out what is actually happening on those websites, you can also make them more secure – preventing your audience data from being collected by unauthorized companies - run faster and ultimately perform better.

CEOCFO: How do people track this information today?

Mr. Meyer: People try to manually dissect the code on their websites and it is not a terribly effective process. The reason that we are able to do it more effectively is because of a consumer application that we own called Ghostery. What Ghostery does is provide consumers with visibility into all of the tracking code on every page on the web. Inside the Ghostery user base is a seven million-member, opt-in panel that sends back to Evidon all of the tracking code that it sees, which gives us tracker data across twenty six million websites. No other company has anything close to that level of detail.

CEOCFO: Has your technology been under the radar screen?

Mr. Meyer: We were the first company to build a map of what the code looks like. There are more than a thousand different companies placing these cookies and other tracking technology on websites. We have spent years and millions of dollars building this library because unless you know what to look for, there is no way of identifying trackers on your site. The other consideration is that it's not easy to identify all trackers unless you have data from real people browsing the internet, ie, our opt-in panel, supplementing automated scanning solutions. Each type of code has different instructions —using these multiple sources to identify it is the only way to get a truly accurate view of what is taking place on the internet. This is how we help reveal the invisible web.

CEOCFO: What was the hardest piece to put together in developing Ghostery?

Mr. Meyer: Continuing to build and maintain the library of tracking codes is the hardest thing. Most companies that provide tools to consumers offer their service for free but charge in some way later down the line. Ghostery is free, completely transparent and will always be free. If you opt in to share tracker data with Evidon (anonymously), then we use that data to help businesses maintain control of their sites. Ghostery has somewhat of a cult following and the numbers opting into our panel grow significantly every single day.

CEOCFO: If I go to a website, what am I going to find that allows me to know Evidon is available there?

Mr. Meyer: If you go to a website and you are running Ghostery, it is installed on your browser and will run all of the time. The other way that you will see Evidon as a consumer is a privacy notice--the "Ad Choices" icon in an ad or the "cookie consent" icon

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on the page. In either case, when you click on the icon, it will tell you about the tracking that is happening behind those ads and/or on those websites and will give you the ability to opt out of being tracked. Our core business is centered on providing technology to companies--services that data security professionals, marketers, team managers, lawyers and privacy professionals use to understand how tracking is affecting their businesses. Again, Ghostery is one of the primary sources of that tracker data. Regarding privacy notices, the rules in Europe, based on the ePrivacy Directive, are different and put more of the onus on the website than the ads themselves, which is why you see more website notice in Europe than in the US.

CEOCFO: Are most companies that should know about Evidon, aware?

Mr. Meyer: I would say yes. We are fairly well known in the United States because of our involvement with the

Ad Choices program from its inception. But there is much more than that. Some companies do not understand the depth and breadth of the service that we provide to help websites be more secure, run faster and ultimately perform better. We launched this new initiative, Evidon Encompass Revenue Protection, a few weeks ago to ensure that we're able to offer these extended services to clients.

CEOCFO: What is the new strategy?

Mr. Meyer: The strategy is a combination of events and contributing to key industry debates on how businesses need to deal with issues surrounding privacy, data security, and website performance. We rolled out Evidon's Encompass Revenue Protection at two major conferences in the second week of September in the United States and Europe, reaching out to our user base. We have a very large set of prospects and clients, and we use webinars, collateral, the press, and working with inside sales teams. We will be in a number of other conferences in the coming weeks to deliver seminars to people who are interested in the service.

CEOCFO: Is there a particular industry or type of company that you are targeting?

Mr. Meyer: We are focusing on major Fortune 1000 brands and any other company to which ecommerce and publishing is essential.

CEOCFO: Are you able get in front of lawyers that specialize in these issues or perhaps organizations based around the privacy issues so that they are aware of your capabilities?

Mr. Meyer: Frequently the legal department and the privacy department work closely together and many privacy people are lawyers themselves. We work very closely with different privacy organizations such as the International Association of Privacy Professionals, as well as the Promotion Marketing Association's Legal Conference.

CEOCFO: When you speak with potential customers, do they "get" it right

away? What do you explain to them, which allows them to understand your concept?

Mr. Meyer: For the Evidon Encompass website control platform, we can show businesses all of the tracking code on a webpage and how it got there. Right away people say "OMG". From there, if this conversation is with the right person, things can often progress very quickly. The next stage is proving to them that being in control of this data collection is going to protect their audience data, drive better web performance and more revenue.

CEOCFO: How is business?

Mr. Meyer: It is very strong and we are going to grow several hundred percent this year in revenue. We have expanded to Europe. Last year at this time, we were just a US company and now we have offices in London, Hamburg Germany, and we are expanding in the United States. We are in a good place.

CEOCFO: Developing new companies is always expensive; is Evidon funded to go through your big marketing campaign and to increase awareness?

Mr. Meyer: We are very well capitalized. We are backed by Warburg Pincus, which is a leading private equity fund. The challenge in any growing company is to make sure you spend your marketing money efficiently. If you spend it efficiently, then you can be very effective with a small budget. I'm sure you've seen examples of companies that are very ineffective with large budgets. It is about understanding the right mix of using sponsorships, social media, paid media and other sources, which generate awareness, interest and demand.

CEOCFO: Why should people in the business and investment community pay attention to Evidon?

Mr. Meyer: First, all companies with a website have the same issue. If you do not know what tracking code is on your own websites, not only are you on the wrong side of emerging privacy regulations, but your website may run slowly and it may not be as secure as it needs to be. I spent five years working on Wall Street so I understand well that if you do not have the kind of data security that you need, you will have big problems on your hands. Secondly, we are working closely with the entire online ad ecosystem and have a tremendous data set that can actually help companies in this space to better understand this very complex market.

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