URL Database Categorization
Q1 2019 Competitor Comparison & Analysis

Coverage and Accuracy in URL Categorization Databases

How We Measure Success

zvelo categorizes web content, web traffic, and connected devices to make the internet a safer and more secure place for our partners and their customers. By capturing and categorizing active web traffic from over 550 million end users, tens of billions of impressions, and web-connected devices—zvelo generates the market’s most accurate data combined with the best and most responsive service for OEMs.

Artificial Intelligence and Human-supervised Machine Learning are used by zvelo to maintain over 99.9% coverage of the Active Web—with over 99% accuracy for categorizing web content into topic-based, objectionable, and malicious categories at the domain, sub-domain, and full-path level. This report compares human-verified results between zvelo, Brightcloud Webroot, and Netstar categorization systems using a random sample of URLs to determine both coverage and accuracy across the three vendors.

Accuracy

Accuracy is defined by the percentage of URLs that are categorized correctly by the categorization service.

- **zvelo**: 99.5%
- **Brightcloud (Webroot)**: 60%
- **Netstar**: 57.5%

Coverage

Coverage is defined by the percentage of URLs that return a category. When a URL does not return a category, it is considered "uncategorized".

- **zvelo**: 100%
- **Brightcloud (Webroot)**: 96%
- **Netstar**: 98%
Methodology
A random sampling of popular, long-tail, domain-level, and full path active web URLs were selected to evaluate coverage and accuracy. A zvelo Data Quality Team performed Human Verification to create the Gold Standard by which all three vendor results were compared.

URL Coverage
Coverage is defined by the percentage of URLs that return a category. When a URL does not return a category, it is considered "uncategorized". 100% coverage means that all (100%) of the URLs returned at least one category.

Accuracy
Accuracy is measured using human-verified categorizations as the "gold standard" in the sample dataset. URLs may have up to three categories. The resulting percentage is based on the number of URLs which matched the gold standard and took into account exact matches, partial matches, and incorrect categorizations for each URL.

Comparison Results

**WINNER: zvelo**

99.5% Accuracy
Categorization accuracy is critical to customer satisfaction, eliminating support calls, and is an important quality indicator for applications like web filtering, brand safety, ad fraud prevention, and more. zvelo’s continuous monitoring and 360 degree automated feedback cycle ensures that we are constantly improving accuracy.

100% Coverage
Most zvelo customers experience 99.9% coverage—or better—of Active Web URLs. zvelo coverage for the test dataset was 100%. The other vendors also scored high and had good coverage in the test with Webroot at 96% coverage and Netstart at 98% coverage.

About zvelo, Inc.

**Our Mission For Excellence**
zvelo categorizes web content, traffic, and connected devices in our mission to make the web a safer place for all. We are 100% partner-focused, providing industry-leading categorization and detection systems for device manufacturers, OEMs, ISPs, TELCOs, MSSPs, etc. By capturing and categorizing Active Web traffic from our global network of over 550 million users—zvelo offers industry-leading coverage and accuracy, while offering comprehensive network data models and the market’s most responsive service for OEMs.

**OEM Partner Focused**
We are 100% committed to supporting our OEM partners and their customers. We build robust data solutions and services that help our partners bring their offering to market faster, on-time, and under budget. For more information on "white label" OEM solutions, visit zvelo.com. To coordinate an zveloDB demonstration, contact sales@zvelo.com.