zvelo categorizes web content, web traffic, and web connected devices to make the web safer and more secure. By capturing and categorizing active web traffic from over 500 million users, tens of billions of impressions, and web connected devices using zvelo's award-winning systems, 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 traffic with 95% 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, Cyren, and Rulespace categorization systems using a random sample of URLs to determine both coverage and accuracy across the three vendors.

**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%
- **Cyren**: 98%
- **Rulespace**: 99%

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

- **zvelo**: 95%
- **Cyren**: 46.5%
- **Rulespace**: 38%
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 could have up to three categories. The resulting percentage is based on the number of URLs which matched the gold standard—accounting for any misclassifications. The resulting accuracy percentage (%) took into account exact matches, partial matches, and incorrect categorizations for each URL.

2018 Comparison Results | Winner: zvelo

100% Coverage
Most zvelo customers experience 99.9% coverage or better. zvelo coverage for the test dataset was 100%. The other vendors also had good coverage in this test with Cyren at 98% coverage and Rulespace at 99% coverage.

95% Accuracy
Categorization accuracy is critical to customer satisfaction and eliminating costly support calls. zvelo’s continuous monitoring and 360 degree automated-feedback cycle ensures constantly improving accuracy.

About zvelo
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For more information regarding our best-in-class Content Categorization, Network Security, IoT Security, and other solutions for OEMs, visit us at zvelo.com.