# URL Database Categorization
## Q3 2020 Competitor Comparison & Analysis

## Coverage and Accuracy in URL Categorization Databases

## How We Measure Success

Dynamic, real-time identification and protection from malicious URLs and IPs associated with threats and exploits is critical to ensuring Internet safety and security. Broad coverage and high accuracy rates for web content categorizations are crucial to the solutions delivered via zvelo's global partner network including Web Filtering & Parental Controls, Malicious and Phishing Detection, Brand Safety & Contextual Targeting, Mobile & Subscriber Analytics, and more.

zvelo uses Artificial Intelligence and Human-supervised Machine Learning to classify the ActiveWeb traffic from more than 600 million end users into topic-based, objectionable, and malicious categories at the domain, sub-domain, and full-path level. This report compares human-verified content classification results between the zvelo, Webroot (Brightcloud), and Netstar categorization systems using a random sample of several hundred new and existing URLs to determine both coverage and accuracy across the three vendors.
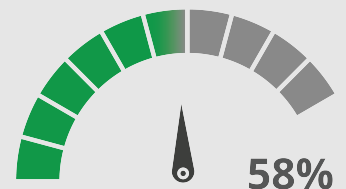
## Accuracy

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



**99%** zvelo
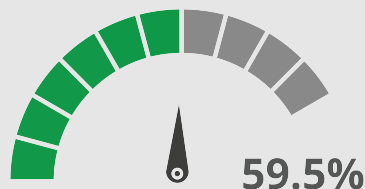
**59.5%** Webroot (BrightCloud)

**58%** Netstar

## 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%** zvelo

**98%** Webroot (BrightCloud)

**98%** Netstar

### Methodology

A random sampling of hundreds of new URLs as well as existing, popular URLs, including URLs at the domain, sub-domain and full-path, long-tail, domain-level, and full-path level across multiple language and topic/category types. ActiveWeb URLs were selected to evaluate coverage and accuracy of the respective vendor's classification engines and existing URLs were selected to evaluate the vendor's curation and data quality procedures. The zvelo Data Quality Team performed Human Verification to create the Gold Standard by which the vendor results were compared.
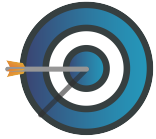
### Accuracy

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. Credit was given where partial correct categorizations were made (such as having one correct and one missing category).
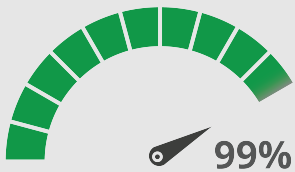
### URL Coverage

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.
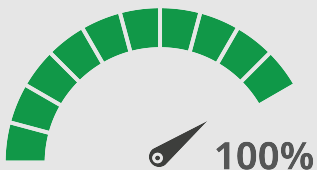
## Comparison Results

**WINNER:** zvelo

### 99% Accuracy

Categorization accuracy is a critical quality indicator for applications like web filtering, malicious detection, threat intelligence, brand safety, 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 98% coverage and Netstart at 98% coverage.

## About zvelo, Inc.

### To Make the Internet Safer and More Secure

zvelo is a leading provider of web content classification and objectionable, malicious and threat detection services with a mission of making the Internet safer and more secure. zvelo combines advanced artificial intelligence-based contextual categorization with sophisticated malicious and phishing detection capabilities that customers integrate into network and endpoint security, URL and DNS filtering, brand safety, contextual targeting, and other applications where data quality, accuracy, and detection rates are critical.

### 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.

Contact zvelo for more information on the test and see for yourself the difference in accuracy, coverage, and data curation.

For more information on zvelo's Malicious or Phishing Detection, Threat Intelligence, or other web content categorization solutions, visit zvelo.com or contact us directly at sales@zvelo.com.

**Learn More**