

	Student Name: Xiu(Janet) Shi Student ID No: sba23167
Name of Organisation researched	OpenWeb
URL of Organisation homepage (index page)	<a href="https://www.openweb.com/">https://www.openweb.com/</a>

<p>List of ALL other web pages [i.e. URLs] that were accessed to carry out this research</p>	<ul style="list-style-type: none"> <li>• <a href="https://www.openweb.com/">https://www.openweb.com/</a></li> <li>• <a href="https://www.openweb.com/our-mission/">https://www.openweb.com/our-mission/</a></li> <li>• <a href="https://www.openweb.com/technology/">https://www.openweb.com/technology/</a></li> <li>• <a href="https://www.openweb.com/2024-media-trends-report/">https://www.openweb.com/2024-media-trends-report/</a></li> <li>• <a href="https://www.openweb.com/blog/the-ai-moat-how-to-gain-an-unfair-advantage-in-a-soon-to-be-ai-driven-world">https://www.openweb.com/blog/the-ai-moat-how-to-gain-an-unfair-advantage-in-a-soon-to-be-ai-driven-world</a></li> <li>• <a href="https://www.linkedin.com/company/openwebhhttps://www.openweb.com/blog/how-openweb-provides-a-safer-platform-for-brandsq/">https://www.linkedin.com/company/openwebhhttps://www.openweb.com/blog/how-openweb-provides-a-safer-platform-for-brandsq/</a></li> <li>• <a href="https://twitter.com/OpenWebHQ">https://twitter.com/OpenWebHQ</a></li> <li>• <a href="https://www.facebook.com/OpenWebHQ/">https://www.facebook.com/OpenWebHQ/</a></li> <li>• <a href="https://www.alleywatch.com/2021/11/openweb-raises-another-150m-for-its-online-conversation-platform-for-publishers-to-build-direct-relationships-with-their-audiences/">https://www.alleywatch.com/2021/11/openweb-raises-another-150m-for-its-online-conversation-platform-for-publishers-to-build-direct-relationships-with-their-audiences/</a></li> <li>• <a href="https://craft.co/spotim/competitors">https://craft.co/spotim/competitors</a></li> <li>• <a href="https://www.featuredcustomers.com/vendor/openweb">https://www.featuredcustomers.com/vendor/openweb</a></li> <li>• <a href="https://www.openweb.com/impact-calculator/">https://www.openweb.com/impact-calculator/</a></li> <li>• <a href="https://www.openweb.com/legal-and-privacy/">https://www.openweb.com/legal-and-privacy/</a></li> <li>• <a href="https://www.openweb.com/conversation-based-advertising/">https://www.openweb.com/conversation-based-advertising/</a></li> <li>• <a href="https://www.openweb.com/openweb-marketplace/">https://www.openweb.com/openweb-marketplace/</a></li> <li>• <a href="https://www.openweb.com/high-impact-campaigns/">https://www.openweb.com/high-impact-campaigns/</a></li> <li>• <a href="https://www.openweb.com/brand-safe-advertising/">https://www.openweb.com/brand-safe-advertising/</a></li> <li>• <a href="https://www.openweb.com/openwebos/moderation/">https://www.openweb.com/openwebos/moderation/</a></li> <li>• <a href="https://www.openweb.com/blog/how-openweb-provides-a-safer-platform-for-brands">https://www.openweb.com/blog/how-openweb-provides-a-safer-platform-for-brands</a></li> <li>• <a href="https://www.openweb.com/blog/influencing-quality-with-the-best-sorting-algorithm">https://www.openweb.com/blog/influencing-quality-with-the-best-sorting-algorithm</a></li> <li>• <a href="https://www.openweb.com/blog/nudges-revisited-online-comments-are-getting-more-polite-thanks-to-real-time-feedback">https://www.openweb.com/blog/nudges-revisited-online-comments-are-getting-more-polite-thanks-to-real-time-feedback</a></li> <li>• <a href="https://www.openweb.com/blog/how-openweb-helped-generate">https://www.openweb.com/blog/how-openweb-helped-generate</a></li> </ul>
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<p>Explain (in your OWN WORDS) what the organisation does / claims to do</p>	<p>OpenWeb is a New York, US based digital web conversation platform company founded in 2012, it was formerly known as Spot.IM.</p> <p>OpenWeb's mission is to enhance the digital ecosystem for end users, publishers and brands to foster healthy, active communities, connect and build direct valuable relationships with their audience to monetize high quality conversations. They are dedicated to improving online conversation quality and aiming to counteract the toxicity prevalent on the web, across various different mediums. OpenWeb claims they are privacy compliant, and also leverage advanced technology, data insight for better conversation engagement and monetization target advertising strategies.</p>
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<p>Explain (in your OWN WORDS) how the organisation uses (or claims to use) data analysis and/or intelligent systems to inform their clients/customers</p>	<p>OpenWeb aims to transform casual readers into a community of engaging, active, loyal and valuable registered users. With over 1,000 partners, including major publishers like the New York Post, The Wall Street Journal, and Yahoo, OpenWeb potentially reaches over 100 million monthly active users across various fields.</p> <p>OpenWeb operates on their OpenWebOS platform along with sophisticated technology such as Artificial Intelligence (AI), Machine Learning (ML) to foster positive online communities. By assigning quality and reputational scores to active contributors' content. This would assist ML models to qualify high value, safe vetted content at scale. Their strategic focus lies on leveraging First Party Data insights to create engaging, safe, and active online communities.</p> <p>First Party Data is directly collected with the user's consent while accessing the website or communities, it includes the user's basic profiling, preference and detailed interaction behaviour. First Party Data is governed by the website's privacy policy, ensuring compliance with privacy laws such as GDPR (General Data Protection Regulation) and CCPA (California Consumer Privacy Act). This approach of collecting users data makes the data highly relevant to the user's intent, personalised user experience and it enables accurate and effective target advertising.</p> <p>Unlike other advertising networks use Third Party Cookies to track user's behaviour across multiple websites and platforms. Third Party Cookies are used to gather user's gender, age, interests, demographic, consumer profile, income level etc. which raise privacy concerns and regulatory challenges.</p> <p>OpenWeb's First Party Data approach differentiates them from other networks and positions OpenWeb as a valuable partner for publishers and advertisers looking to engage with quality community conversation in a privacy conscious manner.</p> <p>OpenWeb's platform offers seamless integration across publishers' APIs (Application Programming Interfaces). Those entry points enable OpenWeb to access different publisher's in-house technical solutions to synchronise data flow in real-time. Customise integration based on business needs ensuring relevant quality data are captured for analytics and feeding into specialised ML engines for business optimization.</p> <p>OpenWeb's Quality Driven Technology <b>“By employing unique tools that encourage positive user contribution and create a healthy online environment, we help publishers to treat the cause, not the symptoms.”</b> These technologies include: “Quality Score”, “Reputational Score”, “Community Moderation”, “Moderation Tools”.</p> <p>By leveraging OpenWeb's deep domain knowledge, enhance user engagement and provide publishers with first-party data insight through its conversion funnels, proprietary algorithms, context driven monetization strategies, providing active</p>
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	<p>audiences, advertisers and publishers a quality healthy beneficial web experience and business model for stakeholders.</p> <p>OpenWeb generates revenue through SaaS (Software as a Service) agreements and content monetization. Which includes conversation based advertising and a marketplace for brand advertising. OpenWeb shares revenue with its partners.</p>
<p>Analyse IN YOUR OWN WORDS and evaluate the organization's ability to help their clients/customers to gain a competitive advantage. Justify your analysis</p>	<p>The OpenWeb platforms offer multifaceted competitive advantages. With a large base of over 1,000 publishers and more than 100 million active monthly users in various fields, position them at the advantages position that differentiate it from other advertising networks:</p> <p>OpenWeb operates with <b>Advanced Sophisticated Technologies</b> such as AI, ML. It seamlessly transfers data via APIs integration with publishers or advertising agents' endpoints. Obtaining real time and high quality data enabled OpenWeb developing effective <b>sorting algorithms</b> to promote quality content ensuring end users are exposed to the most relevant and engaging discussion first. This also makes the platforms more attractive to other industry players seeking engaged authentic audiences and markets.</p> <p>Among many OpenWeb's expertise is in building and managing online communities' <b>Engagement and Growth</b>. They focus on authentic user registrations, active engagement scores and quality time spent on brands or communities. An effective community platform should lead to high website engagement, retention, click through rate, and likely convert engaged users into paying customers who would also recommend to other customers and provide good testimonials.</p> <p>Another competitive advantage is OpenWeb's <b>Content Monetization</b> strategies, it can be categorised as tracking revenue from both direct and indirect advertisements, such as 'Explore ads', 'Conversation ads', 'In-circulation ads', 'Reaction ads', and 'Community Spotlight ads', along with any increase in successful subscriptions or successful transactions attributed which should correlate with higher monetization potential.</p> <p>With their insights from <b>First Party Data</b> and personalised user experiences can significantly enhance user, community satisfaction and appreciation. A healthy, positive community boosts sentiment scores, brand loyalty, and attracts new customers. Monitoring quality data of interaction helps to assess community's health and effectiveness of moderation tools as well. This leads into creating a trusted community culture. Encouraging and rewarding users to report wrongdoing and share objective feedback, ensuring feedback concerns are addressed and handled</p>

appropriately. **Privacy Compliance and User Trust** not only avoids legal risks but also builds user trust in communities. OpenWeb's continuous investment in **Operations** could enhance cross feature functions, feedback loops and rewarding algorithms create betterment outcomes for all stakeholders in the ecosystem.

The **Future Prosperity of** OpenWeb is positioned at the forefront of the transition to a cookie-less environment, emphasising the use of First Party Data. This approach is increasingly critical to ensure privacy compliance. At the same time, the traditional advertising industry is moving away from reliance on third-party cookies. With the latest round of funding, OpenWeb plans to expand its global footprint by opening new offices in non-US territories. Establishing new physical presences in new regions can facilitate closer relationships with local publishers and advertisers to reach untapped audiences and markets. By adapting OpenWeb's advanced technology and domain expertise embedded via platforms it could potentially create new business opportunities to connect, adopt and problem solve local business challenges in terms of regional compliance, language and culture harmonisation and add broader depth of its customer base globally, becomes the industry leader of creating and managing healthy conversation communities.

Another area OpenWeb can't afford to lose sight of is their platform's **Scalability, Performance and Quality**. This requires OpenWeb continuous investment in enhancing its platform's computing capability and ensuring it can deliver consistent performance and user experience across diverse regions. The challenge of maintaining high quality conversation as a global community remains. Balancing moderation with freedom of expression, customising experience for diverse audiences and ensuring technological interventions like AI moderation do not suppress genuine engagement and ultimately creating health revenue growth for partners.