

Neeva



BACKGROUND

Founded by former executives at Google and YouTube, Neeva is the world's first ads-free, private subscription search engine. Neeva blocks third-party website trackers, delivers only real, high quality, trustworthy results, and will never sell or share customer data with anyone, especially advertisers.

PROBLEM

The rampant spread of misinformation and hoaxes across the internet is amplified by search engines and social media platforms whose algorithms sometimes promote false information and fail to empower users with context about what they are being shown.

NEWSGUARD'S SOLUTION

Neeva uses NewsGuard as a “middleware” solution, integrating NewsGuard's Reliability Ratings and Nutrition Labels directly into the search results it provides to its consumers. Neeva does not censor any sources; instead, Neeva provides its consumers with information about the sources in their search results so that they can decide which sources are generally trustworthy and which ones are not. Neeva is now the first search engine to deliver credibility and transparency news assessments in search results.

