**Third party cookies (12) - Third party cookies: Functionality (3)**

**Third party cookies**

|  |  |
| --- | --- |
| **Salesforce DMP** | Salesforce DMP is our data management platform. It is used to help us better understand our audience and to serve more relevant advertising based on your browsing activity. |
| **Google Doubleclick** | Google is our main advertising platform and is also used by some advertisers to buy adverts that appear on our Sites. |
| **TrustX** | TrustX is an advertising platform used just in the United States of America and is managed as a co-operative of publishers. |
| **Smart Adserver** | Smart Adserver is an advertising platform used in some European countries. |
| **Scoota** | Scoota is an advertising platform used to help with production and hosting of advertising creative. |
| **Skimlinks** | Skimlink technology is used for attribution purposes to link ecommerce purchases to our brand (howtospendit.com only). |
| **Oracle Data Cloud** | Oracle Data Cloud is a digital measurement platform that enables us to monitor advert viewability and analyse invalid traffic. |
| **Google** | Advertising systems that some advertisers use to buy adverts on our Sites. |
| **The Trade Desk** |
| **MediaMath** |
| **DataXu** |
| **AppNexus** |

**Third party cookies: Functionality**

|  |
| --- |
| Google |
| Twitter |
| LinkedIn |