**Information storage and access () - Personalisation () - Ad selection, delivery, reporting () - Content selection, delivery, reporting () - Measurement (427) - Essential (5)**

**Site vendors (554)**

|  |
| --- |
| : Tappx |
| 1020, Inc. dba Placecast and Ericsson Emodo |
| 1plusX AG |
| 2KDirect, Inc. (dba iPromote) |
| 33Across |
| 7Hops.com Inc. (ZergNet) |
| A Million Ads Limited |
| A.Mob |
| Accelerize Inc. |
| Accorp Sp. z o.o. |
| Active Agent AG |
| Acuityads Inc. |
| Ad Unity Ltd |
| ad6media |
| Adacado Technologies Inc. (DBA Adacado) |
| ADARA MEDIA UNLIMITED |
| AdClear GmbH |
| AdColony, Inc. |
| AddApptr GmbH |
| AdDefend GmbH |
| AdElement Media Solutions Pvt Ltd |
| Adello Group AG |
| Adelphic LLC |
| Adform A/S |
| Adhese |
| [adhood.com](http://adhood.com) |
| Adikteev / Emoteev |
| Adimo |
| ADITION technologies AG |
| Adkernel LLC |
| Adledge |
| Adloox SA |
| Adludio Ltd |
| ADMAN - Phaistos Networks, S.A. |
| ADman Interactive SL |
| AdMaxim Inc. |
| Admedo Ltd |
| admetrics GmbH |
| Admixer EU GmbH |
| Admotion SRL |
| Adnami Aps |
| Adobe Advertising Cloud |
| Adobe Analytics |
| Adobe Audience Manager |
| Adprime Media Inc. |
| ADRINO Sp. z o.o. |
| AdRoll Inc |
| adrule mobile GmbH |
| Adsolutions BV |
| AdSpirit GmbH |
| adsquare GmbH |
| Adssets AB |
| AdsWizz Inc. |
| Adtelligent Inc. |
| AdTheorent, Inc |
| AdTiming Technology Company Limited |
| ADUX |
| advanced store GmbH |
| ADventori SAS |
| Adverline |
| ADYOULIKE SA |
| Aerserv LLC |
| Affectv Ltd |
| affilinet |
| Affle International |
| Alexa Metrics |
| Alive & Kicking Global Limited |
| Alliance Gravity Data Media |
| Amobee, Inc. |
| AntVoice |
| Apester Ltd |
| AppLift GmbH |
| AppNexus Inc. |
| Arcspire Limited |
| ARMIS SAS |
| Arrivalist Co. |
| Artworx AS / Adserve.zone |
| ATG Ad Tech Group GmbH |
| Audience Trading Platform Ltd. |
| AudienceProject Aps |
| Audiens S.r.l. |
| audio content & control GmbH |
| Automattic Inc. |
| Avazu Inc. |
| Avid Media Ltd |
| Avocet Systems Limited |
| Axel Springer Teaser Ad GmbH |
| Azerion Holding B.V. |
| B2B Media Group EMEA GmbH |
| Bandsintown Amplified LLC |
| Bannerflow AB |
| Beachfront Media LLC |
| Beemray Oy |
| BeeswaxIO Corporation |
| BEINTOO SPA |
| BeOp |
| Better Banners A/S |
| Bidmanagement GmbH |
| bidstack ltd |
| BIDSWITCH GmbH |
| Bidtellect, Inc |
| BidTheatre AB |
| Bigabid Media Ltd |
| BILENDI SA |
| Bit Q Holdings Limited |
| Blis Media Limited |
| Blue |
| Bmind a Sales Maker Company, S.L. |
| Bombora Inc. |
| Bounce Exchange, Inc |
| Brand Metrics Sweden AB |
| Browsi Mobile Ltd |
| Bucksense Inc |
| Cablato Limited |
| Capitaldata |
| Captify Technologies Limited |
| Celtra, Inc. |
| Centro, Inc. |
| CerebroAd.com s.r.o. |
| ChannelSight |
| Chargeads |
| Chartbeat |
| CHEQ AI TECHNOLOGIES LTD. |
| Clicksco Digital Limited |
| Clipcentric, Inc. |
| Cloud Technologies S.A. |
| Codewise Sp. z o.o. Sp. k |
| Collective Europe Ltd. |
| Collective, Inc. dba Visto |
| [Colpirio.com](http://colpirio.com) |
| Comcast International France SAS |
| Commanders Act |
| communicationAds GmbH &amp; Co. KG |
| comScore, Inc. |
| Confiant Inc. |
| Connatix Native Exchange Inc. |
| ConnectAd Realtime GmbH |
| Consumable, Inc. |
| Contact Impact GmbH |
| Converge-Digital |
| Conversant Europe Ltd. |
| Crimtan Holdings Limited |
| Criteo SA |
| Cuebiq Inc. |
| Cxense ASA |
| Cybba, Inc. |
| Cydersoft |
| Czech Publisher Exchange z.s.p.o. |
| D-Edge |
| Dailymotion SA |
| Dataxu, Inc. |
| DeepIntent, Inc. |
| DEFINE MEDIA GMBH |
| Delta Projects AB |
| Demandbase, Inc. |
| Densou Trading Desk ApS |
| Digilant Spain, SLU |
| Digital Control GmbH &amp; Co. KG |
| Digital East GmbH |
| digitalAudience |
| DIGITEKA Technologies |
| Digitize New Media Ltd |
| DigiTrust / IAB Tech Lab |
| district m inc. |
| DoubleVerify Inc.​ |
| Dr. Banner |
| Drawbridge, Inc. |
| dunnhumby Germany GmbH |
| Duplo Media AS |
| DynAdmic |
| Dynamic 1001 GmbH |
| EASYmedia GmbH |
| Effiliation |
| Emerse Sverige AB |
| emetriq GmbH |
| EMX Digital LLC |
| Etarget SE |
| Eulerian Technologies |
| Exactag GmbH |
| Exponential Interactive, Inc |
| Eyeota Ptd Ltd |
| Ezoic Inc. |
| Facebook Custom Audience |
| Fidzup |
| Fifty Technology Limited |
| Flashtalking, Inc. |
| FlexOffers.com, LLC |
| FM Labs LLC |
| Forensiq LLC |
| FORTVISION |
| Free Stream Media Corp. dba Samba TV |
| Fyber |
| Gamned |
| Gamoshi LTD |
| GDMServices, Inc. d/b/a FiksuDSP |
| Gemius SA |
| Genius Sports Media Limited |
| Getintent USA, inc. |
| GlobalWebIndex |
| Goldbach Group AG |
| Golden Bees |
| Goodway Group, Inc. |
| Google Ad Manager |
| Google Analytics |
| Google Inc. |
| Google Tag Manager |
| GP One GmbH |
| GRAPHINIUM |
| Greenhouse Group BV (with its trademark LemonPI) |
| GroupM |
| GumGum, Inc. |
| Haensel AMS GmbH |
| Happydemics |
| hbfsTech |
| HIRO Media Ltd |
| Hivestack Inc. |
| Hottraffic BV (DMA Institute) |
| Hybrid Adtech GmbH |
| ID5 Technology SAS |
| IgnitionAi Ltd |
| IgnitionOne |
| Illuma Technology Limited |
| Impactify |
| Impression Desk Technologies Limited |
| Improve Digital International BV |
| Index Exchange, Inc. |
| INFINIA MOBILE S.L. |
| INFOnline GmbH |
| InMobi Pte Ltd |
| INNITY |
| Innovid Inc. |
| Inskin Media LTD |
| Instinctive, Inc. |
| InsurAds Technologies SA. |
| Integral Ad Science, Inc. |
| Intent Media, Inc. |
| Internet BillBoard a.s. |
| Intowow Innovation Ltd. |
| INVIBES GROUP |
| iotec global Ltd. |
| IPONWEB GmbH |
| iRIX Software Engineering AG |
| Jaduda GmbH |
| Jampp LTD |
| Jivox Corporation |
| Join |
| Jointag S.r.l. |
| Justpremium BV |
| Kairos Fire |
| Keymantics |
| Knorex Pte Ltd |
| Kochava Inc. |
| Krux Digital, Inc. |
| KUPONA GmbH |
| LBC France |
| Leadplace - Temelio |
| LeftsnRight, Inc. dba LIQWID |
| Leiki Ltd. |
| LEMO MEDIA GROUP LIMITED |
| LifeStreet Corporation |
| Ligatus GmbH |
| Linicom |
| LiquidM Technology GmbH |
| Little Big Data sp.z.o.o. |
| Liveintent Inc. |
| LiveRamp, Inc. |
| LKQD, a division of Nexstar Digital, LLC. |
| Localsensor B.V. |
| Location Sciences AI Ltd |
| LoopMe Ltd |
| LotaData, Inc. |
| Lotame Solutions, Inc. |
| Lucid Holdings, LLC |
| M32 Connect Inc |
| Madington |
| Madison Logic, Inc. |
| MADVERTISE MEDIA |
| mainADV Srl |
| MAIRDUMONT NETLETIX GmbH&amp;Co. KG |
| Marfeel Solutions S.L |
| Market Resource Partners LLC |
| Maximus Live LLC |
| Maytrics GmbH |
| mbr targeting GmbH |
| McCann Discipline LTD |
| Media.net Advertising FZ-LLC |
| MediaMath, Inc. |
| Mediametrie |
| mediarithmics SAS |
| Mediasmart Mobile S.L. |
| Meetrics GmbH |
| MGID Inc. |
| Mindlytix SAS |
| MiQ |
| Mirando GmbH &amp; Co KG |
| mobalo GmbH |
| Mobfox US LLC |
| Mobile Journey B.V. |
| Mobile Professionals BV |
| Mobilewalla, Inc. |
| Mobsuccess |
| Mobusi Mobile Advertising S.L. |
| My6sense Inc. |
| Myntelligence Limited |
| N Technologies Inc. |
| Nano Interactive GmbH |
| Nativo, Inc. |
| Near Pte Ltd |
| Neodata Group srl |
| NEORY GmbH |
| Netmetrix |
| Netsprint SA |
| NetSuccess, s.r.o. |
| netzeffekt GmbH |
| NEURAL.ONE |
| Neustar on behalf of The Procter & Gamble Company |
| Neustar, Inc. |
| New Relic, Inc. |
| News and Media Holding, a.s. |
| NEXD |
| Nielsen Marketing Cloud |
| Norstat Danmark A/S |
| Noster Finance S.L. |
| Notify |
| nugg.ad GmbH |
| numberly |
| Oath (EMEA) Limited |
| OEWA |
| Ogury Ltd. |
| On Device Research Limited |
| OneTag Ltd |
| Onfocus (Adagio) |
| Online Solution Int Limited |
| Onnetwork Sp. z o.o. |
| Ooyala Inc |
| OpenX |
| Opinary GmbH |
| Optomaton UG |
| Oracle |
| Oracle AddThis |
| Orion Semantics |
| ORTEC B.V. |
| Otto (GmbH &amp; Co KG) |
| Outbrain UK Ltd |
| PaperG, Inc. dba Thunder Industries |
| Parsec Media Inc. |
| Passendo ApS |
| Perform Media Services Ltd |
| Permodo GmbH |
| Permutive Ltd. |
| Permutive Technologies, Inc. |
| Pexi B.V. |
| [pilotx.tv](http://pilotx.tv) |
| Pixalate, Inc. |
| PIXIMEDIA SAS |
| Platform161 |
| Playbuzz Ltd. |
| PLAYGROUND XYZ EMEA LTD |
| plista GmbH |
| Pocketmath Pte Ltd |
| Polar Mobile Group Inc. |
| PowerLinks Media Limited |
| Predicio |
| PREX Programmatic Exchange GmbH&amp;Co KG |
| Programatica de publicidad S.L. |
| Proxi.cloud Sp. z o.o. |
| PROXISTORE |
| PUB OCEAN LIMITED |
| Publicis Media GmbH |
| Publishers Internationale Pty Ltd |
| PubMatic, Inc. |
| PubNative GmbH |
| PulsePoint, Inc. |
| Purch Group, Inc. |
| PurposeLab, LLC |
| Qriously |
| Quantcast International Limited |
| Qwertize |
| R-Advertising |
| R-TARGET |
| Rakuten Marketing LLC |
| Readpeak Oy |
| Realeyes OÜ |
| realzeit GmbH |
| ReigNN Platform Ltd. |
| Relay42 Netherlands B.V. |
| remerge GmbH |
| Research and Analysis of Media in Sweden AB |
| Research Now Group, Inc |
| Revcontent, LLC |
| Reveal Mobile, Inc |
| RevLifter Ltd |
| Rezonence Limited |
| RhythmOne, LLC |
| Rich Audience |
| RMSi Radio Marketing Service interactive GmbH |
| Rockabox Media Ltd |
| Rockerbox, Inc |
| RockYou, Inc. |
| Roq.ad GmbH |
| RTB House S.A. |
| RTK.IO, Inc |
| RUN, Inc. |
| S4M |
| salesforce.com, inc. |
| Samba TV |
| Samba TV UK Limited |
| Sanoma Media Finland |
| Scene Stealer Limited |
| Schibsted Classified Media Spain, S.L. |
| Schibsted Product and Tech UK |
| Seeding Alliance GmbH |
| Seedtag Advertising S.L |
| Seenergy Netherlands B.V. |
| Seenthis AB |
| Segment |
| Sellpoints Inc. |
| Semasio GmbH |
| Seznam.cz, a.s. |
| ShareThis, Inc. |
| Sharethrough, Inc |
| SheMedia, LLC |
| Shopalyst Inc |
| Shopstyle |
| ShowHeroes GmbH |
| Sift Media, Inc |
| Signal Digital Inc. |
| Signals |
| Simplifi Holdings Inc. |
| SINGLESPOT SAS |
| Sirdata |
| Sizmek Technologies, Inc. |
| Skaze |
| Skimbit Ltd |
| SlimCut Media SAS |
| Smaato, Inc. |
| Smadex SL |
| Smart Adserver |
| Smart Traffik |
| Smartclip Hispania SL |
| smartclip Holding AG |
| Smartme Analytics |
| Smartology Limited |
| SMARTSTREAM.TV GmbH |
| SmartyAds Inc. |
| Smile Wanted Group |
| Snap Inc |
| Snapsort Inc., operating as Sortable |
| Social Tokens Ltd. |
| Sojern, Inc. |
| Solocal |
| Somo Audience Corp |
| Sonobi, Inc |
| Soundcast |
| Sourcepoint Technologies, Inc. |
| Sovrn Holdings Inc |
| Spolecznosci Sp. z o.o. Sp. k. |
| Sportradar AG |
| Spot.IM Ltd. |
| Spotad |
| SpotX |
| SpringServe, LLC |
| StackAdapt |
| StartApp Inc. |
| Steel House, Inc. |
| Ströer Mobile Performance GmbH |
| Ströer SSP GmbH |
| Sub2 Technologies Ltd |
| Sublime |
| SunMedia |
| Switch Concepts Limited |
| SYNC |
| TabMo SAS |
| Taboola Europe Limited |
| TACTIC™ Real-Time Marketing AS |
| Tapad, Inc. |
| Tapjoy, Inc. |
| TAPTAP Networks SL |
| TARGETSPOT BELGIUM SPRL |
| Teads |
| Tealium Inc |
| Teemo SA |
| Telaria, Inc |
| Telecoming S.A. |
| Telefonica Investigación y Desarrollo S.A.U |
| Teroa S.A. |
| The ADEX GmbH |
| The Kantar Group Limited |
| The Ozone Project Limited |
| The Reach Group GmbH |
| The Rubicon Project, Inc. |
| The Trade Desk |
| Think Clever Media |
| Thirdpresence Oy |
| TimeOne |
| Totaljobs Group Ltd |
| Tradedoubler AB |
| Tradelab, SAS |
| TradeTracker |
| travel audience GmbH |
| TreSensa, Inc. |
| Triapodi Ltd. |
| Triboo Data Analytics |
| TripleLift, Inc. |
| Triton Digital Canada Inc. |
| TrueData Solutions, Inc. |
| Tunnl BV |
| Turbo |
| twiago GmbH |
| UberMedia, Inc. |
| ucfunnel Co., Ltd. |
| Underdog Media LLC |
| Unruly Group Ltd |
| uppr GmbH |
| Uprival LLC |
| usemax advertisement (Emego GmbH) |
| Vdopia DBA Chocolate Platform |
| Ve Global |
| VECTAURY |
| Venatus Media Limited |
| Vibrant Media Limited |
| video intelligence AG |
| Video Media Groep B.V. |
| Video Reach |
| Videology Ltd. |
| Vidoomy Media SL |
| ViewPay |
| Viralize SRL |
| Visarity Technologies GmbH |
| Vuble |
| WebAds B.V |
| Webedia |
| WebMediaRM |
| WEBORAMA |
| Welect GmbH |
| Whenever Media Ltd |
| White Ops, Inc. |
| Widespace AB |
| Wizaly |
| X-Mode Social, Inc. |
| xAd, Inc. dba GroundTruth |
| YellowHammer Media Group |
| Yieldlab AG |
| Yieldlove GmbH |
| Yieldmo, Inc. |
| Yieldr UK |
| YOC AG |
| Yormedia Solutions Ltd |
| ZBO Media |
| Zemanta, Inc. |
| zeotap GmbH |
| Zeta Global |
| Ziff Davis LLC |
| ZighZag |