**Data Aggregator/Supplier (5) - Marketing Solutions (1) - Social Media (2) - Business Intelligence (1) - Analytics Provider (8) - Ad Network (4) - Ad Exchange (2) - Ad Server (1) - Data Management Platform (1) - Retargeter (2) - Ad Verification (1) - Optimizer (1) - Demand Side Platform (1)**

**Data Aggregator/Supplier**

Oracle Data Cloud

Neustar Marketing (Formerly PlatformOne)

Eyeota

eXelate

Adobe Experience Cloud (Audience Manager)

**Marketing Solutions**

Bombora

**Social Media**

Facebook Social Graph

Facebook for Developers (formerly Facebook Connect)

**Business Intelligence**

Full Circle Studies

**Analytics Provider**

trueAnthem

Tealium

Tapad

Qualtrics

PageFair (formerly BlockMetrics)

New Relic

Neustar AdAdvisor

Google Analytics

**Ad Network**

Yahoo!

VigLink

Sharethrough

Google Inc.

**Ad Exchange**

Rubicon Project

Index Exchange (Formerly Casale Media)

**Ad Server**

LiveIntent

**Data Management Platform**

Lotame

**Retargeter**

MediaMath

Taboola

**Ad Verification**

Moat

**Optimizer**

Perfect Market

**Demand Side Platform**

The Trade Desk