

## TAG TrustNet LLD Register

Q3 2023

The TAG TrustNet Log-Level Data Register provides information on the access and availability of log-level-data feeds to advertisers provided by the main intermediaries part of the programmatic advertising supply chain. The Register is updated and published quarterly as a resource for general information.

Company	CFT / TTN	Log-Level Data Supported	Required Data Fields
<b>DSP</b>			
Google DV360	Google Display & Video 360		
Amazon Advertising	amazon advertising		
The Trade Desk	theTradeDesk		
Adobe	Adobe Advertising Cloud		
Microsoft Invest	Microsoft Advertising		
AdForm	adform		
Nexxen	nexxen		
Yahoo	yahoo!		
Beeswax	BEESWAX		
Adelphic	Adelphic		
<b>Ad Verification</b>			
DoubleVerify	DV DoubleVerify		
Integral Ad Science	IAS INTEGRAL AD SCIENCE		
Moat	MOAT by ORACLE DATA CLOUD		
<b>SSP</b>			
Google Ad Manager	Google Ad Manager		
Amazon Pub Services	amazon publisher services		TBC
Microsoft Monetize	Microsoft Advertising		
Magnite DV+	Magnite		
Magnite Streaming	Magnite		
OpenX	OpenX		
Index Exchange	Index Exchange		
PubMatic	PubMatic		TBC
Sovrn	SOVRN	TBC	TBC
Nexxen	nexxen		
Freewheel	Freewheel		TBC
Mediagrid (Criteo)	the mediagrid		
Inmobi	INMOBI		
TripleLift	triplelift		
DailyMotion	dailymotion		
Stroer	STRÖER		
Equativ	EQUATIV		
Digital Turbine	Digital Turbine		
Media.net	media.net		
Yield Lab	YIELDLAB		
<b>Walled Gardens / Social Media</b>			
Meta	Meta	TBC	TBC
Google (owned)	Google YouTube		
TikTok	Tik Tok	TBC	TBC
SnapChat	Snap Inc.	TBC	TBC
Twitter	X	TBC	TBC
LinkedIn	LinkedIn Microsoft Advertising	TBC	TBC
Pinterest	Pinterest	TBC	TBC
Walmart	Walmart	TBC	TBC

### Definitions



TAG Certified for Transparency



TAG TrustNet Data Connector

Rating	Log-level Data Supported	Required Data Fields
	Yes	Available
	In Development	Partially Available
	No	Not Available

**Log-Level Data Supported** - Does the supplier provide access to an always-on impression log-level data feeds to all advertisers and their agencies, as specified in the [TAG Certified for Transparency Guidelines](#)

**Required Data Fields** - Does the impression log-level data feed provided by the supplier include the data fields and the data specified in the [TAG TrustNet Requirements](#)

### Transparency Requirements

TAG TrustNet ([www.tagtrust.net](http://www.tagtrust.net)) was launched by TAG, together with the TAG Certification for Transparency, as the major industry initiative to create a single transparent, fair and responsible Open Web programmatic marketplace based on data symmetry.

Data symmetry can become a reality if suppliers comply with some minimum requirements:

- Verification & Identification** - All participants need to be verified as legitimate legal entities and to be always identifiable over an ID provided by a recognized industry trade association;
- Data Access** - All suppliers need to make a contractual commitment to provide ongoing access to impression log-level data to any advertiser or publisher asking for it;

- Data Fields** - The log-level data provided by the supplier needs to comply with specified data fields including quantitative, qualitative, and financial information;
- Matching IDs** - The impression log data needs to include an ID (as defined by oRTB standards) to deterministically match impression log data across suppliers;
- Data Matching** - All parties involved in a transaction need to use an independent platform recognized by industry trade associations. This platform needs to act as a utility connecting, harmonizing and reconciling impression log-level data across the parties to come up with a unified record for every single impression, recognized by all parties as the Shared Truth. Authorized parties need to have the option to export the reconciled data over an open API.

**Disclaimer** - This document is a resource for general information. Please be aware that this document does not constitute business or legal advice. While TAG TrustNet has made efforts to assure the accuracy of the data and materials in this document, it should not be treated as a basis for formulating business or legal decisions without individualized advice. TAG TrustNet makes no representations or warranties, express or implied, as to the completeness, correctness, or utility of the data or information contained in this document and assumes no liability of any kind whatsoever resulting from the use or reliance upon its contents.