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Q1 2025

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

Company	CFT/TTN	Log-Level Data Supported	Required Data Fields
DSP			
AdForm	  		
AdLook	  		
Adobe	 		
AdTheorent	  		
Amazon Advertising	  		
Basis	 		
Beeswax	  		
DeepIntent	  		In Review
Google DV360	 		
Microsoft Invest	  		
Nexxen	 		
Octillion/Premion	  		
The Trade Desk	 		
Viant	 		
Yahoo	  		
Zeta		In Review	In Review
Ad Verification			
DoubleVerify	  		
Fou Analytics	  		Unknown
Integral Ad Science	  		
Protected	  		
SSP			
Amazon Pub Services			Unknown
Criteo	  		
DailyMotion	 		
Digital Turbine	  		
Equativ	 		
Frameplay	  		
Freewheel	  		Unknown
Google Ad Manager			
GumGum	  		Unknown
Index Exchange	 		
Inmobi	 		
Kargo	  		
Magnite DV+	  		
Magnite Streaming	  		
Media.net	  		
Microsoft Monetize	  		
Nexxen	  		
OpenX	  		
PubMatic	  		
Sovrn		Unknown	Unknown
Spectrum Reach	  		
Stroer	 		
TripleLift	 		
TrustX	 		
Yield Lab	 		Unknown
Walled Gardens/Social Media/Retail Media			
Google (owned)	 		
LinkedIn	 	Unknown	Unknown
Meta		Unknown	Unknown
Pinterest		Unknown	Unknown
SnapChat		Unknown	Unknown
TikTok		Unknown	Unknown
X		Unknown	Unknown
Walmart	 		Unknown
Agencies (agencies listed in this section are TAG Certified for Transparency)			
Horizon	  		
OMG	  		




Definitions



CFT: TAG Certified for Transparency



TTN: 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: The supplier provides access to an always-on impression LLD feed to all advertisers and their agencies, as specified in the [TAG Certified for Transparency Guidelines](#).

Required Data Fields: The impression LLD feed provided by the supplier includes the data fields and the related data specified in the [TAG TrustNet Requirements](#).

In Review: In active review.

Unknown: It is unknown whether the vendor supports LLD, or it requires initial review and further evaluation before a classification of providing the required LLD fields can be determined.

Transparency Requirements

TAG TrustNet ([www.tagtrust.net](#)) was launched jointly by TAG ([www.tagtoday.net](#)) and Fiducia ([www.fiducia.eco](#)), provider of the LLD management platform, as the major industry initiative to create a single transparent, fair, and responsible programmatic marketplace based on data symmetry.

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

- Verification and Identification:** All participants need to be verified as legitimate legal entities and 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 LLD to any advertiser or publisher asking for it.

- Data Fields:** The LLD provided by the supplier needs to comply with specified data fields, including quantitative, qualitative, and financial information.
- Matching IDs:** The impression LLD needs to include an ID (as defined by oRTB standards) to deterministically match impression LLD 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 LLD across the parties to come up with a unified record for every single impression, recognized by all parties as “shared truth.” Authorized parties need to have the option to export and share the reconciled data over the platform for their internal use and with their authorized business partners.