

TAG TrustNet LLD Register

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	adform	Con Cong	۲	۲
AdLook	Adlook	TrustNet		
Adobe	Adobe Advertising Cloud	Carl Carl		
AdDe	© ADTHEORENT	TrustNet		
	amazonadvertising			
Amazon Advertising	<u> </u>			•
Basis		CrustNet		•
Beeswax	BEESWAX			In Review
DeepIntent	deep intent. +			
Google DV360	Google Display & Video 360	TrustNet		
Microsoft Invest	Advertising	Cag Cag		
Nexxen	nexxen	TrustNet	۲	۲
Octillion/Premion	Octillion	Cag Cag	۲	۲
The Trade Desk	改 theTradeDesk	Cag	۲	۲
Viant	VIANT.	TrustNet	۲	۲
Yahoo	yahoo!	Cage Cage	۲	۲
Zeta	♦ ZETA		In Review	In Review
Ad Verification				
DoubleVerify	Dodinitr'y	Can Can Charles	۲	۲
Fou Anayltics	ANALYTICS		۲	Unknown
Integral Ad Science		Cag TrustNet	۲	۲
Protected	Protected	Cag Cag	۲	۲
SSP				
Amazon Pub Services	amazon publisher services		۲	Unknown
Criteo	CRITEO	Cag Cag	۲	۲
DailyMotion	dailymotion	TrustNet	۲	۲
Digital Turbine	C Digital Turbine	< musher	۲	
Equativ	EQUATIV	TrustNet	۲	۲
Frameplay	FRAMEPLAY	TrustNet	۲	۲
Freewheel	FreeWheel	CTrustNet		Unknown
Google Ad Manager	🎸 Google Ad Manager			۲
GumGum	gumgum			Unknown
Index Exchange	Index	TrustNet		
	Exchange	TrustNet		•
Inmobi		CrustNet		•
Kargo	KARGO		<u> </u>	
Magnite DV+	Magnite	Cage Cage	۲	۲
Magnite Streaming	Magnite	Con Contraction	۲	۲
Media.net	media_net	Can Canal Contraction	۲	۲
Microsoft Monetize	Advertising	Cage Cage	۲	۲
Nexxen	Nexxan		۲	۲
OpenX	*UpenX.	Carl Carl	۲	۲
PubMatic	PubMatic		۲	۲
Sovrn	sovrn		Unknown	Unknown
Spectrum Reach	Spectrum	Cag Cag	۲	۲
Stroer	STRÖER	TrustNet	۲	۲
TripleLift	🗥 triplelift	Chag	۲	۲
TrustX	TRUST×	Ctag	۲	۲
Yield Lab	YIELDLAB	TrustNet	۲	Unknown
Walled Gardens/S	Social Media/Retail Media			
Google (owned)	Google 🕞 YouTube		۲	۲
LinkedIn	Linked in Microsoft Advertising		Unknown	Unknown
Meta	Meta		Unknown	Unknown
Pinterest	Pinterest		Unknown	Unknown
SnapChat	Snap Inc.		Unknown	Unknown
ТікТок			Unknown	Unknown
Х	X		Unknown	Unknown
X Walmart	Walmart 🔆			Unknown
STATES OF T	wantidit		۲	UTIKHUWH
	listed in this section . TAC C	od for Transie (
Agencies (agencies	listed in this section are TAG Certific			
	listed in this section are TAG Certific	ed for Transparency)		

Definitions



CFT: TAG Certified for Transparency

TTN: TAG TrustNet Data Connector

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 <u>TAG Certified for</u> <u>Transparency Guildelines</u>.

Required Data Fields: The impression LLD feed provided by the supplier includes the data fields and the related data specified in the <u>TAG TrustNet Requirements</u>.

Transparency Requirements

TAG TrustNet (<u>www.tagtrust.net</u>) was launched jointly by TAG (<u>www.tagtoday.net</u>) and Fiducia (<u>www.fiducia.eco</u>), 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.

In Review: In active review.

Rating

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Log-level Data

Supported

Yes

In Development

No

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.

Required

Data Fields

Available

Partially Available

Not Available

- **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.

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