TAG TrustNet
responsible programmatic advertising

TAG TrustNet LLD Register

Q4 2024

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	🔵🔵	🟢	🟢
AdLook	Adlook	🔵🔵	🟢	🟢
Adobe	Adobe Advertising Cloud	🔵	🟢	🟢
AdTheorent	ADTHEORENT		🟢	🟢
Amazon Advertising	amazon advertising		🔴	🔴
Basis	Basis Technologies	🔵	🟢	🟢
Beeswax	BEESWAX	🔵	🟢	🟢
DeepIntent	deepintent		🟢	TBC
Google DV360	Google Display & Video 360	🔵	🟢	🟡
Microsoft Invest	Microsoft Advertising	🔵	🟢	🟢
Nexxen	nexxen	🔵	🟢	🟢
Octillion/Premion	Octillion	🔵🔵	🟢	🟢
The Trade Desk	theTradeDesk	🔵	🟢	🟢
Viant	VIANT.	🔵	🟢	🟢
Yahoo	yahoo!	🔵🔵	🟢	🟢
Ad Verification				
DoubleVerify	DV	🔵🔵	🟢	🟢
Fou Anayltics	FOU ANALYTICS		🔴	TBC
Integral Ad Science	IAS	🔵🔵	🟢	🟢
Protected	Protected by Mediaocean	🔵	🟢	🟢
SSP				
Amazon Pub Services	amazon publisher services		🔴	TBC
Criteo	CRITEO	🔵🔵	🟢	🟢
DailyMotion	dailymotion	🔵🔵	🟢	🟡
Digital Turbine	Digital Turbine		🟢	🟡
Equativ	EQUATIV	🔵	🟢	🟢
Frameplay	FRAMEPLAY	🔵🔵	🟢	🟢
Freewheel	FreeWheel		🟢	TBC
Google Ad Manager	Google Ad Manager	🔵	🔴	🔴
GumGum	gumgum		🟢	TBC
Index Exchange	Index Exchange	🔵	🟢	🟢
Inmobi	INMOBI	🔵	🟢	🟡
Kargo	KARGO		🟢	🟡
Magnite DV+	Magnite	🔵🔵	🟢	🟢
Magnite Streaming	Magnite	🔵🔵	🟢	🟢
Media.net	media.net	🔵🔵	🟢	🟡
Microsoft Monetize	Microsoft Advertising	🔵🔵	🟢	🟢
Nexxen	nexxen	🔵	🟢	🟢
OpenX	OpenX	🔵🔵	🟢	🟢
PubMatic	PubMatic		🟢	🟢
Sovrn	SOVRN		TBC	TBC
Spectrum Reach	Spectrum REACH	🔵🔵	🟢	🟢
Stroer	STRÖER	🔵	🟢	🟡
TripleLift	triplelift	🔵	🟢	🟢
TrustX	TRUSTX	🔵	🟢	🟢
Yield Lab	YIELDLAB	🔵	🔴	TBC
Walled Gardens / Social Media				
Google (owned)	Google YouTube		🔴	🔴
LinkedIn	LinkedIn Microsoft Advertising		TBC	TBC
Meta	Meta		TBC	TBC
Pinterest	Pinterest		TBC	TBC
SnapChat	Snap Inc.		TBC	TBC
TikTok	TikTok		TBC	TBC
Twitter	X		TBC	TBC
Walmart	Walmart		🟢	TBC
Agencies				
Horizon	horizon media	🔵	NA	NA
OMG	OMG Omnicom MediaGroup	🔵	NA	NA

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: Does the supplier provide access to an always-on impression LLD feeds to all advertisers and their agencies, as specified in the TAG Certified for Transparency Guidelines?

Required Data Fields: Does the impression LLD feed provided by the supplier include the data fields and the related data specified in the TAG TrustNet Requirements?

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.