



	MSPA Allowed		
	Certified Vendor		Approved on Reserved Ad Server, GAM & DSP
	Certified Vendor with Restrictions		Approved on Reserved Ad Server, GAM, DSP & Native/Gemini Ad Platforms
	Approved EU Vendor		Approved on DSP & Native/Gemini Ad Platform
	Approved on Reserved Ad Server Ad Platform and GAM		Approved on One Video (1V) Ad Platform for O&O Publishers
	Approved on DSP Ad Platform		Approved on DSP & One Video (1V)

# Third Party Vendors

The Certification Program at Yahoo is a series of checks run against all new and updated ad creative technologies prior to their first use as part of a campaign. This process includes business evaluation, technology compatibility testing, completion of our standard legal agreement and updates to our tools and systems that are all required in order to implement, deliver and report against a given creative execution. All third party vendor technologies that have been evaluated by this process are listed here with their current certification status. In addition to certification, all vendors operating at Yahoo in the EU are evaluated against criteria established by our legal and policy teams to determine if they meet the minimum standards required to run against users from the EU that are subject to the GDPR legal framework. Vendors that have been approved are listed in this doc with a checkmark under EU Allowlist. EU/EEA validation is separate and distinct from overall vendor certification and is required to run in the EU region regardless of other approvals.

If your preferred partner does not appear on this page, please contact your Yahoo Sales Representative for assistance. **Please Note:** Some publishers have exceptions and do not guarantee the ability to serve all formats and approved technologies. Check with your Yahoo Sales Representative for more details.

VENDOR	CERT STATUS	EU ALLOWLIST	INBANNER	TRACKING					VIDEO		RICH MEDIA					MSPA ALLOWLIST	
				1x1	JS	CLICK	BLOCKING	SSAI 1x1	VAST	VPAID	EXP	RESP BILLBOARD	RESP SKIN	CUSTOM	HIGH IMPACT		DCO
1000mercis (Numberly)																	
90Degree																	
A Million Ads																	
A.Mob																	
AAX LLC																	
ACTV8me																	
Acxiom																	
Ad2iction																	
Ad3plus																	
ad4mat																	
ad6media																	
Adacado																	
Adara Media																	
AdBlade																	
AdButler																	
AdCentric																	
AdClear																	
Addroid																	
AddThis (Oracle)																	
Adelaide Lift																	
Adelphic																	
Adform																	
AdGear																	
Adimo																	
Adition																	
Adjust																	
Adkernel																	
Adledge																	
Adloox																	
Adludio																	
Adman																	
Admetrics																	
Adnami Aps																	
Adnuntius																	
Adobe																	

AdPredictive	✓			RAS DSP NAT																
Adsolutions BV	✓	✓		DSP																
AdSpirit	✓	✓		RAS GAM DSP	RAS GAM DSP NAT															
Adstra	✓	✓		RAS GAM DSP NAT	RAS GAM															
AdSupply	✓			DSP																
AdTech	✓	✓		RAS GAM																
Adtechnacy	✓																			RAS GAM DSP NAT
AdTrek	✓			DSP																
AdTriba	✓	✓			RAS GAM DSP NAT															
AdUnity	✓	✓			RAS GAM DSP NAT															
AdUp	✓	✓		RAS GAM																
Advanse	✓			RAS GAM DSP																
ADventori	✓	✓		RAS GAM DSP	RAS GAM DSP NAT					DSP	DSP	DSP								
Advida	✓			DSP																
Advolution (Digital Control)	✓			RAS GAM DSP																
Advrtas	✓			DSP																RAS GAM
AdYouLike	✓	✓		RAS GAM																DSP
Adways	✓	✓																		
Adzerk	✓			DSP																
Adzynamic	✓			RAS GAM DSP																DSP
Amazon	✓	✓		RAS GAM DSP	RAS GAM DSP NAT															
Amino Payments, Inc	✓																			DSP
Amnet	✓	✓			RAS GAM DSP NAT															
Amobee	✓	✓		RAS GAM DSP	RAS GAM DSP NAT															DSP
Amplified Intelligence	✓	✓																		DSP
Aniview	✓	✓		DSP																
Annalect	✓				RAS GAM DSP NAT															
AppNexus	✓	✓		RAS GAM DSP	RAS GAM DSP NAT															DSP
AppsFlyer	✓	✓																		DSP NAT
App Science	✓																			
Arrivalist	✓	✓																		
Artsai	✓			DSP	DSP															
Altum (SVG Media)	✓			DSP	RAS GAM DSP NAT															DSP
Audience2media	✓			RAS GAM DSP	RAS GAM DSP NAT															
AudienceProject	✓	✓			RAS GAM DSP NAT															
Augur	✓																			DSP
Avid	✓	✓		RAS GAM DSP																
AviV Innovative Media CO., LTD.	✓			RAS GAM																
Avocet	✓	✓																		RAS GAM DSP
Awin	✓	✓			RAS GAM DSP NAT															
Axis Media	✓			DSP																
Bankrate	✓																			RAS GAM NAT
Bannerflow	✓	✓		RAS GAM DSP																
Barometric	✓				RAS GAM DSP NAT															
Basis Global Technologies Inc	✓	✓		RAS GAM DSP	RAS GAM DSP NAT															
Basketful Co.	✓																			RAS GAM DSP NAT
Beintoo	✓	✓			RAS GAM DSP NAT															
Bet365	✓				RAS GAM DSP NAT															
BidSwitch	✓	✓			RAS GAM DSP NAT															
Big Mobile Pty Ltd	✓																			DSP



Data+Math	✓				RAS GAM DSP NAT														
DataLogix (Oracle)	✓				RAS GAM DSP NAT														
Dataxu	✓	✓			RAS GAM DSP NAT														
Datonics (Almondnet)	✓				RAS GAM DSP NAT														
DeltaX	✓				RAS GAM DSP NAT														
Digital Turbine	✓							DSP											
Disqo	✓				RAS GAM DSP NAT														
DMA Institute	✓				RAS GAM DSP NAT			DSP											
Dot (Yahoo)	✓	✓			RAS GAM DSP NAT			DSP											
DoubleClick / Google / CM360	✓	✓			RAS GAM DSP NAT			RAS GAM DSP NAT			DSP	DSP IV	DSP	RAS GAM DSP					RAS GAM
DoubleVerify	✓	✓			RAS GAM DSP NAT			RAS GAM DSP NAT			DSP	DSP	DSP IV	DSP IV					
Drawbridge	✓				RAS GAM DSP NAT														
Distillery	✓				RAS GAM DSP NAT														
Dun & Bradstreet	✓				RAS GAM DSP NAT														
Dynad	✓				RAS GAM DSP														
Dynata	✓	✓			RAS GAM DSP NAT						DSP								
e-retail development	✓	✓			RAS GAM DSP NAT			RAS GAM DSP			RAS GAM DSP NAT								
eBay	✓	✓			RAS GAM DSP NAT			RAS GAM DSP NAT			RAS GAM DSP NAT								
Econda	✓				RAS GAM DSP NAT														
Effective Measure	✓				RAS GAM DSP NAT			DSP											
Effiliation / Effinity	✓	✓			RAS GAM DSP														
eMarketingSolutions, Online Marketing S.L.	✓	✓			RAS GAM DSP NAT														✓
EMX	✓				RAS GAM DSP NAT														✓
Ensignten	✓	✓			RAS GAM DSP NAT			RAS GAM											
EPICA	✓				RAS GAM DSP NAT														
Epom	✓	✓											DSP						
Escalated Solutions LLC	✓				DSP			DSP											
ESV Digital	✓				RAS GAM DSP NAT			DSP											
Eulerian	✓	✓			DSP			RAS GAM DSP NAT											
Everquote	✓	✓			RAS GAM DSP														
Exactag	✓	✓			RAS GAM DSP NAT														✓
eXelate	✓	✓			RAS GAM DSP NAT														
Exponential	✓	✓			DSP														
Extreme Reach	✓	✓			RAS GAM DSP NAT							DSP	DSP						✓
EyeReturn	✓				RAS GAM DSP			RAS GAM DSP NAT											RAS GAM DSP
Facebook	✓	✓			RAS GAM DSP NAT														
Factor Eleven	✓	✓			RAS GAM														
Factual	✓				RAS GAM DSP NAT							DSP							
Flashtalking	✓	✓			RAS GAM DSP			RAS GAM DSP NAT				DSP IV	DSP	RAS GAM DSP					RAS GAM DSP
Flite	✓				RAS GAM DSP														
Flowcode	✓																		DSP
Flybuys	✓				RAS GAM DSP NAT														
Fortis Participacoes	✓				DSP														
Foursquare	✓				RAS GAM DSP NAT														
France Television Publicite	✓	✓																	DSP
Freckle IOT	✓				RAS GAM DSP NAT														
FreeWheel	✓	✓											DSP						
Frequency	✓	✓											DSP						
Fresh8 Gaming	✓				DSP														
Gamesight Inc	✓	✓			RAS GAM DSP														RAS GAM DSP



Lasso Marketing	✓			DSP	DSP														
LeadsRx, Inc.	✓			RAS OAM DSP NAT	RAS OAM DSP NAT														
Leaf Ad Server	✓			RAS OAM DSP															
LG Ads Solutions	✓	✓		RAS OAM DSP NAT	RAS OAM DSP NAT														
Lifesight	✓			RAS OAM DSP NAT															
LifeStreet	✓			DSP															
Ligatus	✓			RAS OAM DSP	RAS OAM DSP							RAS GAM							
Liquidus	✓			RAS OAM DSP															DSP
LiTV	✓																		DSP
LiveRamp	✓	✓		RAS OAM DSP NAT															
Location Sciences	✓			DSP NAT															
LnData	✓			RAS OAM DSP NAT	RAS OAM DSP NAT														
LoopMe	✓	✓		DSP	RAS OAM DSP NAT						DSP								
Lotame	✓	✓		RAS OAM DSP NAT	RAS OAM DSP NAT														✓
Lucid	✓	✓		RAS OAM DSP NAT							DSP								
Lucidity	✓			RAS OAM DSP NAT															
M6	✓																		DSP
Magnetic	✓			RAS OAM DSP NAT															
Marchex Sales	✓			RAS OAM DSP NAT															
Marketcast Inc.	✓			RAS OAM DSP NAT															
Marketing Science Consulting Group	✓			DSP NAT	DSP NAT														
Massively	✓																		RAS OAM DSP
Massmotionmedia	✓			RAS OAM DSP NAT															
Matterport	✓	N/A																	
Maximus	✓			RAS OAM DSP NAT							RAS OAM DSP NAT								
Maxpoint Interactive	✓			RAS OAM DSP NAT															
Mediaforce	✓	✓		DSP															
Medialets	✓			RAS OAM DSP							DSP								RAS OAM DSP
MediaMath	✓	✓		RAS OAM DSP	RAS OAM DSP NAT														✓
Mediarithmics	✓	✓		DSP							DSP								
Mediasmart	✓	✓		RAS OAM DSP NAT															✓
MediaWallah	✓										DSP								
Medicx Health	✓																		
Meetrics	✓											RAS OAM DSP							
MercuryMedia	✓			RAS GAM	RAS OAM DSP NAT														
Metapeople	✓			DSP	RAS OAM DSP NAT														
Method Media Intelligence	✓										DSP								
Metrixlab	✓	✓		RAS OAM DSP NAT															
Miaozen	✓			RAS OAM DSP NAT															
Microsoft	✓	✓		RAS OAM DSP NAT															
Millward Brown Digital (Kantar)	✓	✓		RAS OAM DSP NAT	RAS OAM DSP NAT						RAS OAM DSP								
MOAT (Oracle)	✓	✓		DSP	RAS OAM DSP NAT						DSP								DSP IV
MobileWalla	✓	✓		RAS OAM DSP NAT															
Money Map Press	✓			RAS OAM DSP NAT															
Nativo	✓	✓																	DSP
nativeMsg, Inc.	✓																		RAS OAM DSP
Navegg	✓	✓		RAS OAM DSP NAT															
Near Pte Ltd	✓	✓									DSP								
Neodata	✓	✓		DSP	RAS OAM DSP NAT														
NEORY	✓	✓		DSP															



Quotient	✓		RAS GAM DSP	RAS GAM DSP NAT																			
R-Advertising	✓		DSP																				
Rakuten	✓	✓	DSP	RAS GAM DSP NAT																			
Ram Panel	✓	✓		RAS GAM DSP NAT																			
Real Media Group	✓		RAS GAM DSP	RAS GAM DSP NAT																			
Realytics	✓	✓																			DSP		
Refined Labs	✓			RAS GAM DSP NAT																			
Resonate	✓			RAS GAM DSP NAT																			
ResponsiveAds, Inc.	✓	✓	DSP																				
Revtrax	✓			RAS GAM DSP NAT																			
RhythmOne	✓	✓		RAS GAM DSP NAT																			
Rich Audience	✓	✓																				DSP	
Rock Internet	✓	✓	DSP						DSP														
Rockerbox	✓	✓		RAS GAM DSP NAT					RAS GAM DSP NAT		DSP												
ROI Media Consultants	✓		RAS GAM DSP																				
Rubicon Project	✓	✓	RAS GAM DSP																				
Salestring	✓			RAS GAM DSP NAT					RAS GAM DSP NAT														
Sam4Mobile	✓	✓	DSP	RAS GAM DSP NAT																			
Samba TV	✓	✓		RAS GAM DSP NAT							DSP												✓
Scoota	✓	✓	RAS GAM DSP																			RAS GAM DSP	
SEACRUX PTE. LTD.	✓		RAS GAM																			DSP	
Seedtag	✓	✓																				DSP	
Seenthis	✓	✓	DSP																				✓
Semasio	✓	✓		RAS GAM DSP NAT					RAS GAM														
Shoplifr	✓		DSP																				
Signal	✓			RAS GAM DSP NAT																			
Signals	✓		RAS GAM DSP	RAS GAM DSP NAT																			
Silverbullet USA Inc	✓	✓							DSP														
Similarbid	✓			DSP																			
SimpleReach	✓								DSP														
Sincro Digital	✓		RAS GAM DSP	RAS GAM DSP NAT							DSP												
Singular	✓	✓																					
Sizmek	✓	✓	RAS GAM DSP	RAS GAM DSP NAT					RAS GAM DSP NAT		DSP	DSP 1V	DSP 1V	RAS GAM DSP								RAS GAM	
Skaze	✓	✓	RAS GAM DSP	RAS GAM DSP NAT																			
Sketchfab	✓																						RAS GAM
Smart Adserver	✓	✓	RAS GAM DSP	RAS GAM DSP NAT							DSP											RAS GAM	
Smart Analytics SL	✓	✓		RAS GAM DSP NAT																			
SmartClip	✓	✓																					
Smart Commerce	✓																						
SmartAsset	✓																						RAS GAM
SNT Media	✓		DSP																				
SofiaPulse Robots Inc	✓		DSP																				
Softcrylic	✓			RAS GAM DSP NAT																			
Sompo Ltd	✓	✓	DSP									DSP											
SourceKnowledge	✓		RAS GAM DSP	RAS GAM DSP NAT																			
Source Digital, Inc.	✓	✓																					
Space	✓	✓	RAS GAM DSP	RAS GAM DSP NAT								DSP	DSP										
Specless	✓		DSP																				
Spirable	✓											DSP											
SpotX	✓			RAS GAM DSP NAT																			✓



SpringServe	✓	✓	RAS QAM DSP					DSP										
Statiq	✓			RAS QAM DSP NAT														
Steel House	✓		RAS QAM DSP															
Stirista, Inc.	✓				DSP													
Stream Eye	✓	✓	RAS QAM DSP															
Stuzo	✓		DSP															
Sublime	✓	✓	DSP													RAS GAM		DSP
SunMedia	✓	✓	DSP							DSP								
Tail Target Audience & Insights Lab	✓			RAS QAM DSP NAT		RAS QAM DSP NAT												
Tapad	✓							DSP										
Tasty Media	✓		RAS QAM DSP															
Teads	✓	✓	RAS GAM							DSP								DSP
TF1	✓	✓																DSP
The Reach Group	✓	✓	DSP															
The Trade Desk	✓	✓		RAS QAM DSP NAT					DSP									
Thorndyke	✓				DSP													
Thunder (PaperG)	✓		RAS QAM DSP							DSP								
TIM Media	✓		RAS GAM															
TimeOne	✓	✓		RAS QAM DSP NAT														
TradeDoubler	✓		RAS QAM DSP						DSP									
TrafficGuard	✓								DSP									
Transmit Live	✓									DSP								
Tredia Solutions SL	✓	✓	DSP	DSP	DSP													
Tremor International	✓	✓																DSP
TrenDemon	✓			RAS QAM DSP NAT														
TripAdvisor	✓			RAS QAM DSP NAT														
TrustArc	✓					RAS QAM DSP												
TUNE (HasOffers)	✓															DSP		
TVadSync Inc	✓			RAS QAM DSP NAT		RAS QAM DSP												
TVSquared	✓	✓		DSP														
Ucfunnel	✓																DSP	✓
Underdog Media	✓	✓	DSP															
Undertone	✓	✓	DSP														DSP	DSP
Upwave	✓	✓		RAS QAM DSP NAT					DSP									
Varick Media	✓			RAS QAM DSP NAT														
Velti	✓			RAS QAM DSP NAT														
Veridooh Pty Ltd	✓			DSP														
VGI CTV	✓	✓								DSP								✓
VideoAmp	✓			RAS QAM DSP NAT														
ViewersLogic	✓			RAS QAM DSP NAT														
ViralGains, Inc.	✓		DSP							DSP	DSP							
Visarity	✓	✓	RAS QAM DSP														DSP	
Visible Measures	✓			RAS QAM DSP NAT														
Visual IQ	✓	✓		RAS QAM DSP NAT														
Vivalu	✓		DSP															
Vizio Inc.	✓				DSP													
Vox Media	✓																DSP	
Voxus	✓		DSP															
Wayfair	✓			RAS QAM DSP NAT														
WebMediaRM	✓	✓						DSP										

Weborama	✓	✓	RAS GAM DSP	RAS GAM DSP NAT				DSP	DSP	RAS GAM DSP									
WhatRocks	✓			RAS GAM DSP NAT															
White Ops	✓	✓		RAS GAM DSP NAT	RAS GAM DSP														
Widespace	✓		RAS GAM DSP																
Wishabi	✓		RAS GAM DSP																
Wizaly	✓	✓		RAS GAM DSP NAT	DSP														
Wootag	✓							DSP	DSP										
X+1	✓		RAS GAM DSP	RAS GAM DSP NAT															
Xaxis	✓	✓	RAS GAM DSP	RAS GAM DSP NAT															
<a href="#">xpln.ai</a>	✓	✓			DSP			DSP											
Yahoo / Yahoo Creative Studios (IAB TCF EU/EEA Regis	✓	✓	RAS GAM DSP					DSP	DSP	RAS GAM DSP	RAS GAM		RAS GAM DSP		DSP	✓			
Yahoo / Yahoo Creative Studios (IAB TCF Canada Regis	✓		RAS GAM DSP					DSP	DSP	RAS GAM DSP	RAS GAM		RAS GAM DSP		DSP				
Yieldmo	✓	✓												DSP		✓			
Yieldr	✓		DSP																
ZBO Media	✓			RAS GAM DSP NAT															
Zentric	✓							DSP											
Zeta Global	✓	✓			DSP														
Zirca	✓			RAS GAM DSP NAT															