



	MSPA Allowlisted		
	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)				DSP													
90Degree			DSP														
A Million Ads									DSP								
A.Mob				DSP													
AAX LLC			DSP														
ACTV8me						DSP											
Acxiom				DSP													
Ad2iction			DSP														
Ad3plus			DSP														
ad4mat			DSP														
ad6media			DSP														
Adacado			DSP	DSP													
Adara Media				DSP													
AdBlade				DSP													
AdButler			DSP	DSP					DSP								
AdClear				DSP													
Addroid				DSP													
AddThis (Oracle)				DSP													
Adelaide Lift				DSP	DSP												
Adelphic			DSP														
Adform			DSP	DSP					DSP	DSP	DSP				DSP		
AdGear			DSP	DSP													
Adgile Media				DSP													
Adimo			DSP														
Adition			DSP	DSP		DSP			DSP								
Adjust															DSP		
Adkernel									DSP								
Adledge				DSP	DSP												
Adloox				DSP	DSP				DSP	DSP							
Adludio																DSP	
Adman				DSP						DSP							
Admetrics				DSP	DSP				DSP	DSP							
Adnami Aps																DSP	
Adnuntius			DSP							DSP							
Adobe			DSP	DSP													

Bliss Point Media / Prospect Point Media				DSP																				
BlueKai (Oracle)				DSP	DSP																			
Blockthrough, Inc.																					N/A			
Bombora					DSP																			
Bonzai				DSP																				
Branch																					DSP			
Brandful				DSP	DSP																			
Bridgetrack				DSP	DSP																			
Brightline				DSP	DSP																	DSP		
C3 Metrics					DSP	DSP																		
Cablato				DSP								DSP			DSP									
Cake Marketing					DSP																			
Cardlytics					DSP																			
Catalina					DSP																			
Cavai				DSP																				
Cazamba				DSP																				
Cedato				DSP																				
Celtra				DSP								DSP	DSP	DSP							DSP	DSP		
ChannelSight												DSP												
CHEQ					DSP																	DSP		
Cint					DSP																			
Clicktivated																								
Clinch Labs				DSP	DSP							DSP	DSP									DSP		
Clipcentric				DSP	DSP							DSP	DSP	DSP								DSP	DSP	
Clipr				DSP																				
Coastal Digital Group (Neptune Platform Inc)				DSP										DSP										
Commanders Act					DSP																			
comScore					DSP	DSP																		
Contobox														DSP										
Comune														DSP										
Connexity				DSP																				
Connextra				DSP																				
Consumable Inc																						DSP		
ConsumerTrack				DSP																				
Conversant				DSP	DSP																			
Conversion Logic					DSP																			
Converto AG				DSP																				
Creatopy				DSP																				
Crimtan				DSP	DSP										DSP							DSP		
Criteo				DSP																				
CrossInstall																						DSP		
Cuebiq																						DSP		
Dable Inc.				DSP																				
Dailyhunt				DSP																				
Dashbid																						DSP		
Data+Math																						DSP		
DataLogix (Oracle)																						DSP		
Dataxu				DSP	DSP																			
Datonics (Almondnet)				DSP	DSP																			
DeltaX																						DSP		

Gimbal	✓			DSP																	
GlobalWebIndex	✓	✓			DSP																
Godrej Consumer Products Limited	✓				DSP																
Goldspot Media	✓			DSP																	DSP
Good-Loop Ltd	✓	✓			DSP								DSP								
Groovinads	✓			DSP																	
GroupeConnect	✓			DSP									DSP								
GumGum	✗	✓																		DSP	✓
Happydemics	✓	✓																			DSP
hbfstech	✓			DSP																	
Herolens	✓			DSP																DSP	
HIRO	✓			DSP																	
Hitokuse	✓			DSP																	
Hurra	✓	✓			DSP																
HyperTV Inc.	✓	✓		DSP									DSP	DSP							
I Behavior KBMG	✓												DSP								
IAG	✓				DSP																
IBM Digital Analytics	✓				DSP																
IHS Markit Digital	✓			DSP	DSP																DSP
Impact Radius	✓				DSP																
Impact+	✓				DSP																
Innervate (RevJet)	✓	✓		DSP	DSP								DSP	DSP	DSP						
Innity	✓	✓		DSP									DSP		DSP						
Innovation Interactive (Netmining)	✗			DSP	DSP																
Innovid	✗	✓		DSP	DSP								DSP	DSP IV	DSP IV					DSP	DSP
InSkin	✗	✓																			
Inspired Mobile	✓	✓		DSP																	DSP
Integral Ad Science	✗	✓			DSP	DSP							DSP	DSP							
intelliAd	✓				DSP																
Interpolls	✓			DSP																	
Intimate Merger	✓				DSP																
Invisibly	✓			DSP																DSP	
iPromote	✓	✓		DSP																	
Iron Source	✓																				DSP
iSpot	✓				DSP																DSP
IVO Media Ltd	✓	✓		DSP																	
Jivox	✓	✓		DSP																DSP	DSP
JustPremium	✓	✓																		DSP	✓
Kairos Fire	✓	✓			DSP																✓
Kargo	✓	✓			DSP															DSP	✓
Kerv Interactive	✓	✓																		DSP	DSP
Klover Holdings Inc	✓				DSP	DSP															
Knorex	✓	✓		DSP	DSP																
Kochava	✗	✓			DSP																DSP
Korrelate	✓				DSP																
Kwanko	✓	✓		DSP																	
Lasso Marketing	✓																			DSP	DSP
LeadsRx, Inc.	✓				DSP																
Leaf Ad Server	✓			DSP																	
LG Ads Solutions	✓	✓			DSP																

Lifesight	✔			DSP															
LifeStreet	✔			DSP															
Ligatus	✔			DSP															
Liquidus	✔			DSP															
LITV	✔																	DSP	
LiveRamp	✔	✔			DSP														
Location Sciences	✔				DSP														
LnData	✔				DSP				DSP										
LoopMe	✔	✔		DSP	DSP						DSP								
Lotame	✔	✔			DSP														✔
Lucid	✔	✔			DSP						DSP								
Lucidity	✔				DSP														
M6	✔																	DSP	
Magnetic	✔				DSP														
Marchex Sales	✔				DSP														
Marketcast Inc.	✔				DSP														
Marketing Science Consulting Group	✔				DSP			DSP											
Massively	✔																	DSP	
Massmotionmedia	✔				DSP														
Matterport	N/A																		
Maximus	✔				DSP						DSP								
Maxpoint Interactive	✔				DSP														
Mediaforce	✔	✔			DSP														
Medialets	✔				DSP						DSP							DSP	
MediaMath	✔	✔			DSP			DSP											✔
Mediarithmics	✔	✔						DSP			DSP								
Mediasmart	✔	✔						DSP											✔
MediaWallah	✔										DSP								
Medicx Health	✔																		
Meetrics	✔										DSP								
MercuryMedia	✔							DSP											
Metapeople	✔				DSP			DSP											
Method Media Intelligence	✔										DSP								
Metrixlab	✔	✔						DSP											
Miaozhen	✔							DSP											
Microsoft	✔	✔						DSP			DSP								
Millward Brown Digital (Kantar)	✔	✔						DSP			DSP								
MOAT (Oracle)	✔	✔						DSP			DSP								
MobileWalla	✔	✔						DSP											
Money Map Press	✔							DSP											
Nativo	✔	✔																DSP	✔
nativeMsg, Inc.	✔																	DSP	
Navegg	✔							DSP											
Near Pte Ltd	✔	✔						DSP			DSP								
Neodata	✔	✔						DSP			DSP								
NEORY	✔	✔						DSP											
Netseer	✔							DSP											
Netsertive, Inc.	✔							DSP										DSP	
Neural.ONE	✔	✔									DSP							DSP	
Neustar	✔	✔						DSP			DSP							DSP	

Newsroom																	
NEXD																	
NextRoll, Inc.																	
Nielsen																	
NinthDecimal																	
Norstat																	
NTT DOCOMO, Inc																	
Nubo LTD																	
Nudge																	
Octave Ltd.																	
Ogury Ltd.																	
Omnivirt																	
On Device																	
OneAD																	
One Tech Group GmbH																	
Ooyala																	
Origin Media																	
OwnerIQ																	
PadSquad																	
Pear Commerce																	
Peer39																	
Pelmorex																	
Phoenix Marketing International																	
Phluant																	
PilotX																	
Pixalate																	
Piximedia																	
Placed (Powered by Foursquare)																	
PlaceIQ																	
Playground XYZ																	
Playhill Limited																	
Plexop																	
Plista																	
Podi.ai																	
Podible Inc																	
Polar																	
PopWallet																	
Predicta																	
Prodege																	
Protected Media																	
Pubvantage																	
Pulsepoint																	
PureRED																	
Quantcast																	
Quisma																	
Quotient																	
R-Advertising																	
Rakuten																	
Ram Panel																	
Real Media Group																	

SunMedia	✓	✓	DSP				DSP												
Tail Target Audience & Insights Lab	✓	✓		DSP		DSP													
Tapad	✓	✓						DSP											
Tasty Media	✓	✓		DSP															
Teads	✓	✓	✓							DSP									DSP
TF1	✓	✓	✓																DSP
The Reach Group	✓	✓	✓	DSP															DSP
The Trade Desk	✓	✓	✓				DSP				DSP								
Thorndyke	✓	✓	✓				DSP												
Thunder (PaperG)	✓	✓	✓	DSP							DSP								
TimeOne	✓	✓	✓	✓				DSP											
TradeDoublr	✓	✓	✓	DSP															
TrafficGuard	✓	✓	✓						DSP										
Transmit Live	✓	✓	✓									DSP							
Tredia Solutions SL	✓	✓	✓	DSP	DSP	DSP													
Tremor International	✓	✓	✓	✓															DSP
TrenDemon	✓	✓	✓				DSP												
TripAdvisor	✓	✓	✓				DSP												
TrustArc	✓	✓	✓						DSP										
TUNE (HasOffers)	✓	✓	✓															DSP	
TVadSync Inc	✓	✓	✓				DSP	DSP											
TVSquared	✓	✓	✓	✓			DSP												
Ucfunnel	✓	✓	✓															DSP	✓
Underdog Media	✓	✓	✓	✓			DSP												
Undertone	✓	✓	✓	✓			DSP												DSP
Upwave	✓	✓	✓	✓					DSP	DSP									
Varick Media	✓	✓	✓						DSP										
Velti	✓	✓	✓						DSP										
Veridooh Pty Ltd	✓	✓	✓						DSP										
VGI CTV	✓	✓	✓	✓								DSP							✓
VideoAmp	✓	✓	✓						DSP										
ViewersLogic	✓	✓	✓						DSP										
ViralGains, Inc.	✓	✓	✓				DSP					DSP	DSP						
Visarity	✓	✓	✓	✓			DSP												DSP
Visible Measures	✓	✓	✓						DSP										
Visual IQ	✓	✓	✓	✓					DSP										
Vivalu	✓	✓	✓				DSP												
Vizio Inc.	✓	✓	✓						DSP										
Vox Media	✓	✓	✓																DSP
Voxus	✓	✓	✓				DSP												
Wayfair	✓	✓	✓						DSP										
WebMediaRM	✓	✓	✓	✓								DSP							
Weborama	✓	✓	✓	✓			DSP	DSP				DSP	DSP	DSP					
WhatRocks	✓	✓	✓						DSP										
White Ops	✓	✓	✓	✓					DSP	DSP									
Widespace	✓	✓	✓				DSP												
Wishabi	✓	✓	✓				DSP												
Wizaly	✓	✓	✓	✓					DSP	DSP									
Wootag	✓	✓	✓									DSP	DSP						
X+1	✓	✓	✓				DSP	DSP											

Xaxis	✔	✔	DSP	DSP																
xpln.ai	✔	✔			DSP				DSP											
Yahoo EMEA Limited / Yahoo Creative (IAB TCF EU/EEA)	✔	✔	DSP						DSP	DSP	DSP			DSP				DSP	✔	
Yahoo / Yahoo Creative Studios (IAB TCF Canada Regis)	✔		DSP						DSP	DSP	DSP			DSP				DSP		
Yieldmo	✔	✔																DSP	✔	
Yieldr	✔		DSP																	
ZBO Media	✔				DSP															
Zentrack	✔									DSP										
Zeta Global	✔	✔			DSP															
Zirca	✔				DSP															