



	Certified Vendor		Approved on Reserved Ad Server & DSP
	Certified Vendor with Restrictions		Approved on Reserved Ad Server, DSP & Native/Gemini Ad Platforms
	Approved EU Vendor		Approved on DSP & Native/Gemini Ad Platform
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	Approved on DSP Ad Platform		Approved on DSP & One Video (1V)

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				1x1	JS	CLICK	BLOCKING	SSAI 1x1	VAST	VPAID	EXP	RESP BILLBOARD	RESP SKIN	CUSTOM	HIGH IMPACT	DCO	
1000mercis																	
90Degree																	
A Million Ads																	
A.Mob																	
AAX LLC																	
Accelarys																	
Ad2iction																	
Ad3plus																	
ad4mat																	
ad6media																	
Adacado																	
Adara Media																	
AdBlade																	
AdButler																	
AdCentric																	
AdClear																	
Addroid																	
AddThis (Oracle)																	
Adelaide Lift																	
Adelphic																	
Adform																	
AdGear																	
Adimo																	
Addition																	
Adjust																	
Adledge																	
Adloox																	
Adlytics																	
Adman																	
Admetrics																	
Adnami Aps																	
Adnuntius																	
Adobe																	
AdPredictive																	
Adsolutions BV																	



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AdSpirit																
Adstra																
AdSupply																
AdTech																
AdTriba																
AdUnity																
AdUp																
Advanse																
ADventori																
Advida																
Advolution (Digital Control)																
Advrtas																
AdYouLike																
Adways																
Adzerk																
Adzymic																
Alphonso																
Amazon																
Amino Payments, Inc																
Amnet																
Amobee																
Aniview																
Annalect																
AppNexus																
AppsFlyer																
Apsalar (Singular)																
Arrivalist																
Artsai																
Atlum (SVG Media)																
Audience2media																
AudienceProject																
Augur																
Avid																
Avocet																
Awin																



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Axis Media																	
Bankrate																	
Bannerflow																	
Barometric																	
Basketful Co.																	
Beintoo																	
BidSwitch																	
Big Happy																	
Bilendi																	
Bitqueen (Rippil)																	
BlueKai (Oracle)																	
Bombora																	
Bonzai																	
Branch																	
Brandful																	
Bridgetrack																	
Brightline																	
BrightRoll																	
C3 Metrics																	
Cablato																	
Cake Marketing																	
Cardlytics																	
Catalina																	
Cavai AS																	
Cazamba																	
CDK Global																	
Cedato																	
Celtra																	
ChannelSight																	
CHEQ																	
Cint																	
Clicktivated																	
Clinch Labs																	
Clipcentric																	
Ciipr																	



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Coastal Digital Group (Neptune Platform Inc)																	
Codewise																	
Commanders Act																	
comScore																	
Contobox																	
Comune																	
Connexity																	
Connextra																	
Conversant																	
Conversion Logic																	
Converto AG																	
Credible																	
Crimtan																	
Criteo																	
CrossInstall																	
Cuebiq																	
Dailyhunt																	
Dashbid																	
Data+Math																	
DataLogix (Oracle)																	
Dataxu																	
Datonics (Almondnet)																	
DeltaX																	
Digital Turbine																	
Dimestore (GFK)																	
Disqo																	
DMA Institute																	
Dot (Yahoo)																	
DoubleClick / Google / Adx																	
DoubleVerify																	
Drawbridge																	
Dstillery																	
Dynad																	
Dynata																	
E-Planning																	



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eBay																	
Econda																	
Effective Measure																	
Effiliation / Effinity																	
eMarketingSolutions, Online Marketing S.L.																	
EMX																	
Ensignten																	
EPICA																	
Epom																	
ESV Digital																	
Eulerian																	
Everquote																	
Exactag																	
eXelate																	
Exponential																	
Extreme Reach																	
EyeReturn																	
Facebook																	
Factor Eleven																	
Factual																	
Flashtalking																	
Fiite																	
Flybuys																	
Fortis Participacoes																	
Foursquare																	
Freckle IOT																	
FreeWheel																	
Frequency																	
Fresh8 Gaming																	
Fuisz Media																	
GeistM Technologies LTD																	
Gemius																	
Genius Monkey																	
Ghostery																	
Gimbal																	



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GlobalWebIndex																
Godrej Consumer Products Limited																
Goldspot Media																
Groovinads																
GroupeConnect																
GumGum																
hbfstech																
Herolens																
HIRO																
Hitokuse																
Hurra																
I Behavior KBMG																
IAG																
IBM Digital Analytics																
IHS Markit Digital																
Impact Radius																
Impact+																
Improve Digital																
Index Exchange																
Innity																
Innovation Interactive (Netmining)																
Innovid																
InSkin																
Inspired Mobile																
Integral Ad Science																
intelliAd																
Interpolls																
Intimate Merger																
Invisibly																
iPromote																
Iron Source																
IRI																
iSpot																
Jivox																
JustPremium																



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Kairos Fire																	
Kargo																	
Kerv Interactive																	
Knorex																	
Kochava																	
Korrelate																	
Salesforce Audience Studio (KruX / Salesforce DMP)																	
Kwanko																	
Leaf Ad Server																	
Lifesight																	
LifeStreet																	
Ligatus																	
Liquidus																	
LiveRamp																	
Location Sciences																	
LnData																	
LoopMe																	
Lotame																	
Lucid																	
Lucidity																	
Magnetic																	
Marchex Sales																	
Marketing Science Consulting Group																	
Massively																	
Massmotionmedia																	
Matterport																	
Maximus																	
Maxpoint Interactive																	
Mediaforce																	
Medialets																	
MediaMath																	
Mediasmart																	
MediaWallah																	
Meetrics																	
MercuryMedia																	



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Metapeople																	
Method Media Intelligence																	
Metrixlab																	
Miaozhen																	
Microsoft																	
Millward Brown Digital																	
Mixpo																	
MOAT (Oracle)																	
MobileWalla																	
Money Map Press																	
Nativo																	
Navegg																	
Near Pte Ltd																	
Neodata																	
Netseer																	
Neural.ONE																	
Neustar																	
Newsroom																	
NEXD																	
NexTag																	
NextRoll, Inc.																	
Nielsen																	
NinthDecimal																	
Norstat																	
NTT DOCOMO, Inc																	
Nudge																	
O2 Telefonica																	
Ogury Ltd.																	
Omnivirt																	
On Device																	
OneAD																	
ONE DMP / ONE Audience																	
Ooyala																	
OpenX																	
OwnerIQ																	



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PadSquad																	
Pelmorex																	
Phoenix Marketing International																	
Phluent																	
PilotX																	
Pixalate																	
Piximedia																	
Placed (Powered by Foursquare)																	
PlacelQ																	
Platform161																	
Playground XYZ																	
Plexop																	
Polar																	
PopWallet																	
Predicta																	
Prodege																	
Protected Media																	
Pubvantage																	
Pulsepoint																	
Quantcast																	
QuinStreet																	
Quisma																	
Quotient																	
R-Advertising																	
Rakuten																	
Ram Panel																	
The Reach Group																	
Real Media Group																	
Refined Labs																	
Resonate																	
ResponsiveAds, Inc.																	
RevJet																	
Revtrax																	
RhythmOne																	
Rich Audience																	



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Rock Internet																	
Rockerbox																	
ROI Media Consultants																	
Rubicon Project																	
Sam4Mobile																	
Samba TV																	
Scene Stealer																	
Scoota																	
SEACRUX PTE. LTD.																	
Seedtag																	
Seenthis																	
Semasio																	
Shoplift																	
Showheroes																	
Signal																	
Signals																	
Similarbid																	
SimpleReach																	
SiteScout																	
Sizmek																	
Skaze																	
Skenzo																	
Sketchfab																	
Smart Adserver																	
Smart Commerce																	
SmartAsset																	
SNT Media																	
Softrylic																	
SourceKnowledge																	
Space																	
Specless																	
Spirable																	
Spongecell																	
SpotX																	
SpringServe																	



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Statiq																	
Steel House																	
Stuzo																	
Sublime																	
Tail Target Audience & Insights Lab																	
Tapad																	
Teads																	
TF1																	
Thunder (PaperG)																	
TIM Media																	
TimeOne																	
The Trade Desk																	
TradeDoubler																	
TrafficGuard																	
Transmit Live																	
TrenDemon																	
Triad Retail																	
TripAdvisor																	
Trueeffect																	
TrustArc																	
Turn (now Amobee)																	
TVadSync Inc																	
TVSquared																	
Ucfunnel																	
Underdog Media																	
Undertone																	
Upwave																	
Varick Media																	
Velti																	
Verizon Media Creative Platform (VMCP)																	
VGI CTV																	
VideoAmp																	
ViewersLogic																	
Visarity																	
Visible Measures																	



	Certified Vendor		Approved on Reserved Ad Server & DSP
	Certified Vendor with Restrictions		Approved on Reserved Ad Server, DSP & Native/Gemini Ad Platforms
	Approved EU Vendor		Approved on DSP & Native/Gemini Ad Platform
	Approved on Reserved Ad Server Ad Platform		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	BANNER	TRACKING					VIDEO		RICH MEDIA					
				1x1	JS	CLICK	BLOCKING	SSAI 1x1	VAST	VPAID	EXP	RESP BILLBOARD	RESP SKIN	CUSTOM	HIGH IMPACT	DCO
Visual IQ																
Vivalu																
Voxus																
Wayfair																
WebMediaRM																
Weborama																
WhatRocks																
White Ops																
Widespace																
Wishabi																
Wizaly																
Wootag																
X+1																
Xaxis																
YellowHammer Media Group																
Yieldmo																
Yieldr																
ZBO Media																
Zedo																
Zentrick																
Zirca																
Zygon																