

# TAG TrustNet LLD Register

**Q2 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
<b>DSP</b>			
Google DV360	TAG TrustNet	●	●
Amazon Advertising	TAG TrustNet	●	●
The Trade Desk	TAG TrustNet	●	●
Adobe	TAG TrustNet	●	●
Microsoft Invest	TAG TrustNet	●	●
AdForm	TAG TrustNet	●	●
Nexxen	TAG TrustNet	●	●
Yahoo	TAG TrustNet	●	TBC
Beeswax	TAG TrustNet	●	●
Viant	TAG TrustNet	●	●
Octillion/Premion	TAG TrustNet	●	●
AdTheorent	TAG TrustNet	●	TBC
DeepIntent	TAG TrustNet	TBC	TBC
<b>Ad Verification</b>			
DoubleVerify	TAG TrustNet	●	●
Integral Ad Science	TAG TrustNet	●	●
Moat	TAG TrustNet	●	●
<b>SSP</b>			
Google Ad Manager	TAG TrustNet	●	●
Amazon Pub Services	TAG TrustNet	●	TBC
Microsoft Monetize	TAG TrustNet	●	●
Magnite DV+	TAG TrustNet	●	●
Magnite Streaming	TAG TrustNet	●	●
OpenX	TAG TrustNet	●	●
Index Exchange	TAG TrustNet	●	●
PubMatic	TAG TrustNet	●	●
Sovrn	TAG TrustNet	TBC	TBC
Nexxen	TAG TrustNet	●	●
Freewheel	TAG TrustNet	●	TBC
Criteo	TAG TrustNet	●	●
Inmobi	TAG TrustNet	●	●
TripleLift	TAG TrustNet	●	●
DailyMotion	TAG TrustNet	●	●
Stroer	TAG TrustNet	●	●
Equativ	TAG TrustNet	●	●
Digital Turbine	TAG TrustNet	●	●
Media.net	TAG TrustNet	●	●
Yield Lab	TAG TrustNet	●	TBC
Frameplay	TAG TrustNet	●	●
Spectrum Reach	TAG TrustNet	●	●
Kargo	TAG TrustNet	●	●
GumGum	TAG TrustNet	●	TBC
TrustX	TAG TrustNet	●	●
<b>Walled Gardens / Social Media</b>			
Meta	TAG TrustNet	TBC	TBC
Google (owned)	TAG TrustNet	●	●
TikTok	TAG TrustNet	TBC	TBC
SnapChat	TAG TrustNet	TBC	TBC
Twitter	TAG TrustNet	TBC	TBC
LinkedIn	TAG TrustNet	TBC	TBC
Pinterest	TAG TrustNet	TBC	TBC
Walmart	TAG TrustNet	TBC	TBC
<b>Agencies</b>			
OMG	TAG TrustNet	NA	NA
Horizon	TAG TrustNet	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](http://www.tagtrust.net)) was launched jointly by TAG ([www.tagtoday.net](http://www.tagtoday.net)) and Fiducia ([www.fiducia.eco](http://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 & Identification** - All participants need to be verified as legitimate legal entities and to be always identified 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 industry platform in a transaction 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 share the reconciled data over the platform for their internal use and with their authorized business partners.