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		CFT, TTN	🟢	🟢
AdLook		CFT, TTN	🟢	🟢
Adobe	Adobe Advertising Cloud	TTN	🟢	🟢
AdTheorent		TTN	🟢	🟢
Amazon Advertising			🔴	🔴
Basis		TTN	🟢	🟢
Beeswax			🟢	🟢
DeepIntent			🟢	TBC
Google DV360	Google Display & Video 360	TTN	🟢	🟡
Microsoft Invest	Microsoft Advertising	TTN	🟢	🟢
Nexxen		TTN	🟢	🟢
Octillion/Premion		CFT, TTN	🟢	🟢
The Trade Desk		TTN	🟢	🟢
Viant		TTN	🟢	🟢
Yahoo		CFT, TTN	🟢	🟢
Ad Verification				
DoubleVerify		CFT, TTN	🟢	🟢
Fou Analytics			🔴	TBC
Integral Ad Science		CFT, TTN	🟢	🟢
Protected	by Mediaocean	TTN	🟢	🟢
SSP				
Amazon Pub Services			🔴	TBC
Criteo		CFT, TTN	🟢	🟡
DailyMotion		TTN	🟢	🟡
Digital Turbine			🟢	🟡
Equativ		TTN	🟢	🟢
Frameplay		CFT, TTN	🟢	🟢
Freewheel			🟢	TBC
Google Ad Manager		TTN	🔴	🔴
GumGum			🟢	TBC
Index Exchange		TTN	🟢	🟢
Inmobi		TTN	🟢	🟡
Kargo			🟢	🟡
Magnite DV+		CFT, TTN	🟢	🟢
Magnite Streaming		CFT, TTN	🟢	🟢
Media.net		CFT, TTN	🟢	🟡
Microsoft Monetize	Microsoft Advertising	CFT, TTN	🟢	🟢
Nexxen		TTN	🟢	🟢
OpenX		CFT, TTN	🟢	🟢
PubMatic			🟢	
Sovrn			TBC	TBC
Spectrum Reach		CFT, TTN	🟢	🟢
Stroer		TTN	🟢	🟡
TripleLift		TTN	🟢	🟢
TrustX		TTN	🟢	🟢
Yield Lab		TTN	🔴	TBC
Walled Gardens / Social Media				
Google (owned)	YouTube		🔴	🔴
LinkedIn	Microsoft Advertising		TBC	TBC
Meta			TBC	TBC
Pinterest			TBC	TBC
SnapChat	Snap Inc.		TBC	TBC
TikTok			TBC	TBC
Twitter			TBC	TBC
Walmart			🟢	TBC
Agencies				
Horizon	horizon media	CFT	NA	NA
OMG	Omnicom MediaGroup	CFT	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.