TAG TrustNet
responsible programmatic advertising

tag TrustNet

TAG TrustNet LLD Register

Q3 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		🟢	TBC
Amazon Advertising		🔴	🔴
Beeswax		🟢	🟢
DeepIntent		TBC	TBC
Google DV360	TTN	🟢	🟡
Microsoft Invest	TTN	🟢	🟢
Nexxen	TTN	🟢	🟢
Octillion/Premion	CFT · TTN	🟢	🟢
The Trade Desk	TTN	🟢	🟢
Viant	TTN	🟢	🟢
Yahoo	TTN	🟢	🟢
Ad Verification			
DoubleVerify	CFT · TTN	🟢	🟢
Integral Ad Science	CFT · 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+	TTN	🟢	🟢
Magnite Streaming	TTN	🟢	🟢
Media.net	CFT · TTN	🟢	🟡
Microsoft Monetize	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)		🔴	🔴
LinkedIn		TBC	TBC
Meta		TBC	TBC
Pinterest		TBC	TBC
SnapChat		TBC	TBC
TikTok		TBC	TBC
Twitter		TBC	TBC
Walmart		TBC	TBC
Agencies			
Horizon	CFT	NA	NA
OMG	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 & Identification** - All participants need to be verified as legitimate legal entities and to be 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.