

Accepted 3rd party vendors

DIRECT

Adform
Adslot (proprietary, Facilitate)
Bonzai
Celtra
EyeReturn
Gemius
Google DoubleClick (DCM)
InSkin
Inspired
OmniVert
Phluent
RevJet
Scoota (proprietary, Rockabox)
Sizmek (proprietary, pointroll, Media mind, Eyeblaster)
Smartology
Undertone (Americas and EMEA only)
wayve

PROGRAMMATIC

Tremor
Videology

RESEARCH

Cint
ComScore
Dimstore
Dynamic Logic
InsightExpress
Nielsen
SageAnalyst
Vizu