

Supported Ad Exchanges: Device Type Distribution (update needed)

Exchange Name	Mobile	Desktop	Tablet	Connected TV
Ad Colony (BS)	91.50%	-	8.50%	-
AdForm (BS)	58.10%	37.90%	3.80%	0.20%
Admatic (BS)	64%	34.90%	1.10%	-
AdMedia (BS)	93.50%	2.10%	4.40%	-
Admixer (BS)	70.40%	15.20%	13.90%	0.50%
Admix	93%	-	7%	-
Adthink (BS)	-	100%		-
Adyoulike (BS)	52.80%	44.10%	3.20%	-
AlgoriX	85.40%	-	14.60%	-
Automattic & Tumblr (WordPress) (BS)	37.90%	60.60%	1.50%	-
Beachfront (BS)	37.90%	45.70%	2.40%	14%
Chocolate (BS)	66.80%	31.60%	1.60%	-
ConnectAd (BS)	70%	27.30%	2.40%	-

DoubleClick	75%	19.10%	5.80%	0.20%
Fyber Marketplace	82.60%	-	17.40%	-
Gamma	46.40%	53.60%	-	-
Geniee	83.90%	12.70%	3.20%	0.20%
GumGum (BS)	46.30%	49%	4.60%	0.10%
Improve Digital (BS)	81.80%	9.8%%	5%	3,4%
InMobi Exchange (BS)	82%	-	17.90%	0.10%
LoopMe (BS)	83.90%	13.80%	2.30%	-
MGID (BS)	83.90%	15.20%	0.90%	-
myTarget (BS)	6.90%	-	93.10%	-
OpenX	54.40%	39.90%	5.70%	-
Outbrain (BS)	48.70%	46.80%	4.50%	-
POKKT (BS)	97.70%	-	2.30%	-
Pubmatic (BS)	65.30%	25.80%	7.80%	1.10%
PubNative (BS)	83%	16.80%	0.20%	-
Pulsepoint (BS)	42.80%	53.60%	3.60%	-
Reforge (BS)	91.10%	8.70%	0.20%	-
Reklamstore (BS)	37%	60%	3%	-
Rubicon	53.40%	41%	5.60%	-
SelectMedia (BS)	-	100%	-	-
Smaato (BS)	81.60%	1.80%	16.50%	0.10%

SmartAdServer (BS)	64.70%	29.40%	5.90%	-
SpotX (BS)	37.20%	46.60%	5%	11.20%
Taboola (BS)	61.20%	34.70%	3.80%	0.30%
Teads (BS)	72.40%	23.40%	4.20%	-
Third Presence (BS)	95.60%	-	2.30%	2.20%
TripleLift (BS)	57.10%	37.10%	5.60%	-
Unity (BS)	88.90%	4.70%	6.40%	-
UnrulyX (BS)	56.10%	37.30%	4.90%	1.70%
Xandr (AppNexus) (BS)	61.40%	29.30%	6.80%	2.50%
Yieldmo (BS)	66.50%	27%	6.50%	-

Revision #7

Created 3 March 2021 07:21:37 by Gabriele

Updated 23 April 2024 13:50:30 by Povilas