

Supported Ad Exchanges: Display, Video, Native creatives distribution (update needed)

Exchange Name	Video	Display	Native
Ad Colony (BS)	52.60%	47.40%	-
AdForm (BS)	95.70%	4.30%	-
Admatic (BS)	13.60%	86.40%	-
AdMedia (BS)	-	100%	-
Admixer (BS)	18.20%	77.10%	4.70%
Admix	-	100%	-
Adthink (BS)	-	63.10%	36.90%
Adyoulike (BS)	34.60%	0.80%	64.60%
AlgoriX	-	93.70%	6.30%
Automattic & Tumblr (WordPress) (BS)	-	63.10%	36.90%
Beachfront (BS)	70.50%	29.50%	-
Chocolate (BS)	100%	-	-
ConnectAd (BS)	100%	-	-
DoubleClick	12.10%	74%	13.9% Video/Display
Fyber Marketplace	11%	89%	-
Gamma	14.30%	85.70%	-
Geniee	-	97%	3%
GumGum (BS)	1.20%	80.40%	18.40%
Improve Digital (BS)	74.40%	25%	0.60%
InMobi Exchange (BS)	11.60%	86.10%	2.30%

LoopMe (BS)	28.40%	71.50%	0.10%
MGID (BS)	-	14.10%	85.90%
myTarget (BS)	4.30%	53.80%	41.90%
OpenX	16.10%	83.90%	-
Outbrain (BS)	20.60%	1.40%	78%
POKKT (BS)	80.40%	19.60%	-
Pubmatic (BS)	9.60%	90.40%	-
PubNative (BS)	9.70%	46.90%	43.40%
Pulsepoint (BS)	15.40%	84.60%	-
Reforge (BS)	61.70%	32.90%	-
Reklamstore (BS)	-	100%	-
Rubicon	10.60%	89.20%	0.20%
SelectMedia (BS)	100%	-	-
Smaato (BS)	4.60%	92.90%	2.50%
SmartAdServer (BS)	20.20%	79.40%	0.40%
SpotX (BS)	100%	-	-
Taboola (BS)	22.30%	11.50%	66.20%
Teads (BS)	40.90%	38.70%	20.40%
Third Presence (BS)	96.50%	3.50%	-
TripleLift (BS)	16%	68.80%	15.10%
Unity (BS)	40.80%	59.20%	-
UnrulyX (BS)	20.80%	79.20%	-
Xandr (AppNexus) (BS)	30%	70%	-
Yieldmo (BS)	21%	46.90%	32.10%

Revision #6

Created 3 March 2021 07:20:29 by Gabriele

Updated 23 April 2024 13:46:29 by Povilas