



	MSPA Allowlisted	
	Certified Vendor	Approved on Reserved Ad Server, GAM & DSP
	Certified Vendor with Restrictions	Approved on Reserved Ad Server, GAM, DSP & Native/Gemini Ad Platforms
	Approved EU Vendor	Approved on DSP & Native/Gemini Ad Platform
	Approved on Reserved Ad Server Ad Platform and GAM	Approved on One Video (TV) Ad Platform for O&O Publishers
	Approved on DSP Ad Platform	Approved on DSP & One Video (TV)

Third Party Vendors

The Certification Program at Yahoo is a series of checks run against all new and updated ad creative technologies prior to their first use as part of a campaign. This process includes business evaluation, technology compatibility testing, completion of our standard legal agreement and updates to our tools and systems that are all required in order to implement, deliver and report against a given creative execution. All third party vendor technologies that have been evaluated by this process are listed here with their current certification status. In addition to certification, all vendors operating at Yahoo in the EU are evaluated against criteria established by our legal and policy teams to determine if they meet the minimum standards required to run against users from the EU that are subject to the GDPR legal framework. Vendors that have been approved are listed in this doc with a checkmark under EU Allowlist. EU/EEA validation is separate and distinct from overall vendor certification and is required to run in the EU region regardless of other approvals.

If your preferred partner does not appear on this page, please contact your Yahoo Sales Representative for assistance. **Please Note:** Some publishers have exceptions and do not guarantee the ability to serve all formats and approved technologies. Check with your Yahoo Sales Representative for more details.

VENDOR	CERT STATUS	EU ALLOWLIST	INBANNER	TRACKING					VIDEO		RICH MEDIA						MSPA ALLOWLIST
				1x1	JS	CLICK	BLOCKING	SSAI 1x1	VAST	VPAID	EXP	RESP BILLBOARD	RESP SKIN	CUSTOM	HIGH IMPACT	DCO	
1000mercis (Numberly)																	
90Degree																	
A Million Ads																	
A.Mob																	
AAX LLC																	
Flux																	
Acxiom																	
Ad2iction																	
Ad3plus																	
ad4mat																	
ad6media																	
Adacado																	
Adara Media																	
AdBlade																	
AdButler																	
AdCentric																	
AdClear																	
Addroid																	
AddThis (Oracle)																	
Adelaide Lift																	
Adelphic																	
Adform																	
AdGear																	
Adimo																	
Adition																	
Adjust																	
Adkernel																	
Adledge																	
Adloox																	
Adludio																	
Adman																	
Admetrics																	
Adnami Aps																	
Adnuntius																	
Adobe																	

AdPredictive	✓			RAS GAM DSP NAT															
Adsolutions BV	✓	✓	DSP																
AdSpirit	✓	✓	RAS GAM DSP	RAS GAM DSP NAT															
Adstra	✓			RAS GAM DSP NAT	RAS GAM														
AdSupply	✓		DSP																
AdTech	✓	✓	RAS GAM																
Adtechnacy	✓					RAS GAM DSP NAT													
AdTrek	✓		DSP																
AdTriba	✓	✓		RAS GAM DSP NAT															
AdUnity	✓	✓		RAS GAM DSP NAT															
AdUp	✓	✓	RAS GAM																
Advance	✓		RAS GAM DSP																
ADventori	✓	✓	RAS GAM DSP	RAS GAM DSP NAT				DSP	DSP	DSP									
Advida	✓		DSP																
Advolution (Digital Control)	✓		RAS GAM DSP																
Advrtas	✓		DSP																
AdYouLike	✓	✓	RAS GAM																
Adways	✓	✓																	
Adzerk	✓		DSP																
Adzymic	✓		RAS GAM DSP																
Amazon	✓	✓	RAS GAM DSP	RAS GAM DSP NAT															
Amino Payments, Inc	✓					DSP													
Amnet	✓	✓		RAS GAM DSP NAT															
Amobee	✓	✓	RAS GAM DSP	RAS GAM DSP NAT				DSP	DSP										✓
Amplified Intelligence	✓	✓				DSP													
Aniview	✓	✓	DSP																
Annalect	✓			RAS GAM DSP NAT															
AppNexus	✓	✓	RAS GAM DSP	RAS GAM DSP NAT															
AppsFlyer	✓																		
App Science	✓																		
Arrivalist	✓	✓		RAS GAM DSP NAT															
Artsai	✓		DSP	DSP															
Atlum (SVG Media)	✓		DSP	RAS GAM DSP NAT															
Audience2media	✓		RAS GAM DSP	RAS GAM DSP NAT															
AudienceProject	✓	✓		RAS GAM DSP NAT															
Augur	✓					DSP													
Avid	✓	✓	RAS GAM DSP																
AvivID Innovative Media CO., LTD.	✓		RAS GAM																
Avocet	✓	✓																	
Awin	✓	✓		RAS GAM DSP NAT															
Axis Media	✓		DSP																
Bankrate	✓																		
Bannerflow	✓	✓	RAS GAM DSP																
Barometric	✓			RAS GAM DSP NAT															
Basis Global Technologies Inc	✓	✓	RAS GAM DSP	RAS GAM DSP NAT															
Basketful Co.	✓																		
Beintoo	✓	✓		RAS GAM DSP NAT															
Bet365	✓			RAS GAM DSP NAT															
BidSwitch	✓	✓		RAS GAM DSP NAT															✓
Big Mobile Pty Ltd	✓																		DSP

Data+Math	✓			RAS GAM DSP NAT															
DataLogix (Oracle)	✓			RAS GAM DSP NAT															
Dataxu	✓	✓		RAS GAM DSP	RAS GAM DSP NAT														
Datonics (Almondnet)	✓			RAS GAM DSP	RAS GAM DSP NAT														
DeltaX	✓			RAS GAM DSP NAT															
Digital Turbine	✓					DSP													
Disqo	✓			RAS GAM DSP NAT															
DMA Institute	✓			RAS GAM DSP NAT	DSP														
Dot (Yahoo)	✓	✓		RAS GAM DSP	RAS GAM DSP NAT	RAS GAM DSP	RAS GAM DSP NAT	DSP	DSP IV	DSP	RAS GAM DSP								
DoubleClick / Google / CM360	✓	✓		RAS GAM DSP	RAS GAM DSP NAT	RAS GAM DSP	RAS GAM DSP NAT	DSP	DSP	DSP IV	DSP IV								
DoubleVerify	✓	✓		RAS GAM DSP	RAS GAM DSP NAT	RAS GAM DSP		DSP	DSP	DSP IV	DSP IV								
Drawbridge	✓			RAS GAM DSP NAT															
Dstillery	✓			RAS GAM DSP NAT															
Dun & Bradstreet	✓			RAS GAM DSP NAT															
Dynad	✓			RAS GAM DSP															
Dynata	✓	✓		RAS GAM DSP NAT					DSP										
e-retail development	✓	✓		RAS GAM DSP NAT															
eBay	✓	✓		RAS GAM DSP	RAS GAM DSP NAT	RAS GAM DSP	RAS GAM DSP NAT												
Econda	✓			RAS GAM DSP NAT															
Effective Measure	✓			RAS GAM DSP NAT	DSP														
Effiliation / Effinity	✓	✓		RAS GAM DSP															
eMarketingSolutions, Online Marketing S.L.	✓	✓		RAS GAM DSP	RAS GAM DSP NAT														
EMX	✓			RAS GAM DSP NAT															✓
Ensignen	✓	✓		RAS GAM DSP NAT	RAS GAM														
EPICA	✓			RAS GAM DSP NAT															
Epom	✓	✓							DSP										
Escalated Solutions LLC	✓			DSP	DSP														
ESV Digital	✓			RAS GAM DSP NAT	DSP														
Eulerian	✓	✓		DSP	RAS GAM DSP NAT														
Everquote	✓			RAS GAM DSP															
Exactag	✓	✓		RAS GAM DSP NAT															✓
eXelate	✓	✓		RAS GAM DSP NAT															
Exponential	✓	✓		DSP															
Extreme Reach	✓	✓		RAS GAM DSP NAT					DSP	DSP									✓
EyeReturn	✓			RAS GAM DSP	RAS GAM DSP NAT														
Facebook	✓	✓		RAS GAM DSP NAT															
Factor Eleven	✓	✓		RAS GAM															
Factual	✓			RAS GAM DSP NAT					DSP										
Flashtalking	✓	✓		RAS GAM DSP	RAS GAM DSP NAT	RAS GAM DSP			DSP IV	DSP	RAS GAM DSP								RAS GAM DSP
Flite	✓			RAS GAM DSP															
Flowcode	✓																		DSP
Flybuys	✓			RAS GAM DSP NAT															
Fortis Participacoes	✓			DSP															
Foursquare	✓			RAS GAM DSP NAT															
France Television Publicite	✓																		DSP
Freckle IOT	✓			RAS GAM DSP NAT															
FreeWheel	✓	✓							DSP										
Frequency	✓	✓							DSP										
Fresh8 Gaming	✓			DSP															
Gamesight Inc	✓	✓		RAS GAM DSP					RAS GAM DSP										

LeadsRx, Inc.	✓			RAS GAM DSP NAT															
Leaf Ad Server	✓			RAS GAM DSP															
LG Ads Solutions	✓	✓		RAS GAM DSP NAT															
Lifesight	✓			RAS GAM DSP NAT															
LifeStreet	✓			DSP															
Ligatus	✓			RAS GAM DSP									RAS GAM						
Liquidus	✓			RAS GAM DSP														DSP	
LITV	✓																	DSP	
LiveRamp	✓	✓		RAS GAM DRP NAT															
Location Sciences	✓			DSP NAT															
LnData	✓			RAS GAM DSP NAT					RAS GAM DSP NAT										
LoopMe	✓	✓		DSP									DSP						
Lotame	✓	✓		RAS GAM DRP NAT															✓
Lucid	✓	✓		RAS GAM DRP NAT								DSP							
Lucidity	✓			RAS GAM DRP NAT															
M6	✓																	DSP	
Magnetic	✓			RAS GAM DRP NAT															
Marchex Sales	✓			RAS GAM DRP NAT															
Marketcast Inc.	✓			RAS GAM DRP NAT															
Marketing Science Consulting Group	✓			DSP NAT				DSP NAT											
Massively	✓																	RAS GAM DSP	
Massmotionmedia	✓			RAS GAM DRP NAT															
Matterport	✓	N/A																	
Maximus	✓			RAS GAM DRP NAT					RAS GAM DSP NAT										
Maxpoint Interactive	✓			RAS GAM DRP NAT															
Mediaforce	✓	✓		DSP															
Medialets	✓			RAS GAM DSP								DSP				RAS GAM DSP			
MediaMath	✓	✓		RAS GAM DSP				RAS GAM DRP NAT											✓
Mediarithmics	✓	✓		DSP							DSP								
Mediasmart	✓	✓		RAS GAM DRP NAT															✓
MediaWallah	✓										DSP								
Medicx Health	✓																		
Meetrics	✓																		
MercuryMedia	✓			RAS GAM				RAS GAM DRP NAT											
Metapeople	✓			DSP				RAS GAM DRP NAT											
Method Media Intelligence	✓										DSP								
Metrixlab	✓	✓		RAS GAM DRP NAT															
Miaozen	✓			RAS GAM DRP NAT															
Microsoft	✓	✓		RAS GAM DRP NAT															
Millward Brown Digital (Kantar)	✓	✓		RAS GAM DRP NAT															
MOAT (Oracle)	✓	✓		DSP				RAS GAM DSP				DSP				DSP IV		DSP	
MobileWalla	✓	✓		RAS GAM DRP NAT															
Money Map Press	✓			RAS GAM DRP NAT															
Nativo	✓	✓																DSP	
nativeMsg, Inc.	✓																	RAS GAM DSP	
Navegg	✓			RAS GAM DRP NAT															
Near Pte Ltd	✓	✓		RAS GAM DRP NAT							DSP								
Neodata	✓	✓		DSP				RAS GAM DRP NAT											
NEORY	✓	✓		DSP															
Netseer	✓			DSP															

Ram Panel	✓	✓		RAS GAM DSP NAT															
Real Media Group	✓			RAS GAM DSP	RAS GAM DSP NAT														
Realytics	✓	✓																DSP	
Refined Labs	✓				RAS GAM DSP NAT														
Resonate	✓				RAS GAM DSP NAT														
ResponsiveAds, Inc.	✓	✓		DSP															
Revtrax	✓				RAS GAM DSP NAT														
RhythmOne	✓	✓			RAS GAM DSP NAT													DSP	
Rich Audience	✓	✓																DSP	
Rock Internet	✓	✓		DSP					DSP										
Rockerbox	✓	✓			RAS GAM DSP NAT	RAS GAM DSP NAT			DSP										
ROI Media Consultants	✓			RAS GAM DSP															
Rubicon Project	✓	✓		RAS GAM DSP															
Salestring	✓				RAS GAM DSP NAT	RAS GAM DSP NAT													
Sam4Mobile	✓	✓		DSP	RAS GAM DSP NAT														
Samba TV	✓	✓			RAS GAM DSP NAT				DSP										✓
Scoota	✓	✓		RAS GAM DSP									RAS GAM DSP						
SEACRUX PTE. LTD.	✓			RAS GAM														DSP	
Seedtag	✓	✓																DSP	
Seenthis	✓	✓		DSP															✓
Semasio	✓	✓			RAS GAM DSP NAT	RAS GAM													
Shoplifr	✓			DSP															
Signal	✓				RAS GAM DSP NAT														
Signals	✓			RAS GAM DSP	RAS GAM DSP NAT														
Similarbid	✓				DSP														
SimpleReach	✓							DSP											
Sincro Digital	✓			RAS GAM DSP	RAS GAM DSP NAT														
Singular	✓																	DSP NAT	
Sizmek	✓	✓		RAS GAM DSP	RAS GAM DSP NAT	RAS GAM DSP NAT		DSP	DSP IV	DSP IV	RAS GAM DSP		RAS GAM	DSP			RAS GAM		
Skaze	✓	✓		RAS GAM DSP	RAS GAM DSP NAT														
Sketchfab	✓																	RAS GAM	
Smart Adserver	✓	✓		RAS GAM DSP	RAS GAM DSP NAT			DSP			RAS GAM								
Smart Analytics SL	✓	✓			RAS GAM DSP NAT														
SmartClip	✓	✓									1V								
Smart Commerce	✓					RAS GAM DSP NAT													
SmartAsset	✓																	RAS GAM	
SNT Media	✓			DSP															
Softcrylic	✓				RAS GAM DSP NAT														
Somplo Ltd	✓	✓		DSP					DSP										
SourceKnowledge	✓			RAS GAM DSP	RAS GAM DSP NAT														
Source Digital, Inc.	✓								DSP		DSP								
Space	✓	✓		RAS GAM DSP	RAS GAM DSP NAT				DSP		DSP								
Specless	✓			DSP															
Spirable	✓								DSP										
SpotX	✓				RAS GAM DSP NAT														✓
SpringServe	✓	✓		RAS GAM DSP					DSP										
Statiq	✓				RAS GAM DSP NAT														
Steel House	✓			RAS GAM DSP															
Stirista, Inc.	✓				DSP														
Stream Eye	✓	✓		RAS GAM DSP															

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Wootag	✓										DSP	DSP						
X+1	✓			RAS GAM DSP	RAS GAM DSP NAT													
Xaxis	✓	✓		RAS GAM DSP	RAS GAM DSP NAT													
xpln.ai	✓	✓				DSP					DSP							
Yahoo / Yahoo Creative Studios (IAB TCF EU/EEA Regis	✓	✓		RAS GAM DSP							DSP	DSP	RAS GAM DSP	RAS GAM		RAS GAM DSP	DSP	✓
Yahoo / Yahoo Creative Studios (IAB TCF Canada Regis	✓			RAS GAM DSP							DSP	DSP	RAS GAM DSP	RAS GAM		RAS GAM DSP	DSP	
Yieldmo	✓	✓															DSP	✓
Yieldr	✓			DSP														
ZBO Media	✓				RAS GAM DSP NAT													
Zentrick	✓										DSP							
Zeta Global	✓	✓			DSP													
Zirca	✓				RAS GAM DSP NAT													