

Explanation of the structure of the list

To help you generate an overview of this list as easily as possible, we would like to provide the following information on the structure of the list: The iq digital vendor list is divided into global vendors according to IAB TCF v.2 (vendors who are already certified by the IAB) and vendors not yet TCF v.2 certified.

This list of vendors is as of September 28th 2020, as the market is currently still very much in motion it will evolve. This list is therefore not to be regarded as final and is subject to constant updates. TCF v.1 is no longer considered for this list.

Global Vendors according to IAB TCF v.2 (IAB)

Vendors (ATPs)	ID (GVL des IAB)
Newly added	
GfK SE	758
diva-e products [fka: intelliAd Media GmbH]	852
Republika- The Research Toolbox GmbH	800
Roku Advertising Services [fka: DataXu]	71
Existing Vendors	
1plusx AG	92
Active Agent [fka: ADITION technologies AG]	40
adality GmbH	649
ADARA MEDIA UNLIMITED	57
AdClear GmbH	299
Adform	50
ADITION technologies AG	39
Adjust	813
STRIATUM SAS [fka: AdLedge]	484
Adloox SAS	93
admetrics GmbH	22
Adobe Advertising Cloud	264
Adobe Audience Manager, Adobe Experience Platform [fka: Adobe Audience Manager]	565
AdSpirit GmbH	6
adsquare GmbH	66
AdsWizz Inc.	507
advanced store GmbH	195
agof - daily campaign facts	722
agof - daily digital facts	785
Amazon Advertising	793
Amobee, Inc.	23
Artefact Deutschland GmbH	797
ATG Ad Tech Group GmbH	509
AudienceProject Aps	394
audio content & control GmbH [fka: audio content & control GmbH]	598
Bannernow, Inc.	801
BeeswaxIO Corporation	12
BIDSWITCH GmbH	128
BILENDI SA	625
BritePool Inc	792
Captify Technologies Limited	2
Celtra, Inc.	315
Comcast International France SAS [fka: FreeWheel Media, Inc]	285
Commanders Act	416
comScore, Inc.	77
Criteo SA	91
Delta Projects AB	209
Dentsu Aegis Network Italia SpA	707
DoubleVerify Inc.	126
Dynata LLC	110
EASY Marketing GmbH	796
EASYmedia GmbH	168
emetriq GmbH	213
Epsilon [fka: Conversant/CJ Affiliate]	24

Exactag GmbH	312
Fifty Technology Limited	100
Flashtalking, Inc.	78
Gemius SA	328
GfK Netherlands B.V.	758
GlobalWebIndex	536
Google Advertising Products	755
GP One GmbH	657
GroupM UK Limited	98
Improve Digital BV	253
Index Exchange, Inc.	10
INFOline GmbH	730
Integral Ad Science, Inc.	278
IPONWEB GmbH	129
Jivox Corporation	294
KUPONA GmbH	424
LinkedIn Ireland Unlimited Company	804
LiveRamp, Inc.	97
Lotame Solutions, inc	95
Lucidity	764
MediaMath, Inc.	79
Meetrics GmbH	152
MiQ	101
Nano Interactive GmbH	72
Nativo, Inc.	263
NEORY GmbH	34
Neustar on behalf of The Procter & Gamble Company	577
NeuStar, Inc.	468
NextRoll, Inc.	130
Nielsen Marketing Cloud	373
Online Solution Int Limited	602
OpenX	69
Opinary GmbH	488
Oracle Data Cloud [fka: Blue Kai]	385
Oracle Data Cloud - Moat	772
Otto (GmbH & Co KG)	559
Outbrain UK Ltd	164
Permodo GmbH	139
Platform161	140
plista GmbH	177
Polar Mobile Group Inc.	297
Publicis Media GmbH	226
PubMatic, Inc.	76
Quantcast International Limited	11
Rakuten Marketing LLC	60
RevJet	759
RhythmOne DBA Unruly Group Ltd	36
RTB House S.A.	16
Semasio GmbH	84
Showheroes SE	111
Signal Digital Inc.	261
Simplifi Holdings Inc.	73
Sizmek by Amazon	68
Smaato, Inc.	82
Smart Adserver	45
smartclip Europe GmbH	115
Smartology Limited	246
SMARTSTREAM.TV GmbH	134
Sovrn Holdings Inc	13
Sportradar AG	655
SpotX, Inc.	165
TabMo SAS	275

Taboola Europe Limited	42
Tapad, Inc.	89
Teads	132
Telaria SAS [fka: Adelphic, Inc]	102
The ADEX GmbH	44
The Kantar Group Limited	345
The Reach Group GmbH	382
The Rubicon Project, Inc.	52
The Trade Desk	21
travel audience GmbH	423
TripleLift, Inc.	28
twiago GmbH	242
Verizon Media EMEA Limited	25
Wagawin GmbH	774
WEBORAMA	284
White Ops, Inc.	431
Wizaly	281
Xandr, Inc.	32
Yieldlab AG	70
zeotap GmbH	301

Custom Vendors

Important note for publishers:

For the creation of custom vendors in your CMP, please note the selection of the following purposes:

Custom Vendors (ATPs)

Adobe Analytics Custom Vendor

Google Ad Manager Custom Vendor

Purposes		Settings Google Ad Manager	Settings Adobe Analytics
IAB ID	Purpose name	defined by google	defined by iq digital
1	Store and/or access information on a device	User Consent	User Consent
2	Select basic ads	Legitimate Interest	Not Applicable
3	Create a personalised ads profile	User Consent	Not Applicable
4	Select personalised ads	User Consent	Not Applicable
5	Create a personalised content profile	Not Applicable	Not Applicable
6	Select personalised content	Not Applicable	Not Applicable
7	Measure ad performance	Legitimate Interest	User Consent
8	Measure content performance	Not Applicable	User Consent
9	Apply market research to generate audience insights	Legitimate Interest	Not Applicable
10	Develop and improve products	Legitimate Interest	Not Applicable