

TAG TrustNet LLD Register

Q4 2025

The TAG TrustNet Log-Level Data (LLD) Register provides information on the access and availability of LLD feeds to advertisers provided by the main intermediaries part of the programmatic advertising supply chain. The LLD Register is updated and published quarterly as a resource for general information.

Company	CFT/TTN	Log-Level Data Supported	Required Data Fields
DSP			
AdForm			
AdLook			
Adobe			
AdTheorent			
Amazon Advertising			
Basis			
Beeswax			
Crimtan			
DeepIntent			In Review
Google DV360			
Microsoft Invest			
Nexxen			
Octillion/Premion			
The Trade Desk			
Viant			
Yahoo			
Zeta			
Ad Verification			
DoubleVerify			
Fou Analytics			Unknown
Integral Ad Science			
Protected			
SSP			
Amazon Pub Services			Unknown
Criteo			
DailyMotion			
Digital Turbine			
Equativ			
Frameplay			
Freewheel			Unknown
Google Ad Manager			In Review
GumGum			Unknown
Index Exchange			
Inmobi			
Kargo			
Magnite DV+			
Magnite Streaming			
Media.net			
Microsoft Monetize			
Nexxen			
OpenX			
PubMatic			
Sovrn		Unknown	Unknown
Spectrum Reach			
Stroer			
TripleLift			
TrustX			
Yield Lab			Unknown
Walled Gardens/Social Media/Retail Media			
Google (owned)			
LinkedIn		Unknown	Unknown
Meta		Unknown	Unknown
Pinterest		Unknown	Unknown
SnapChat		Unknown	Unknown
TikTok		Unknown	Unknown
X		Unknown	Unknown
Walmart			Unknown
Agencies (agencies listed in this section are TAG Certified for Transparency)			
Horizon			
OMG			

Definitions



CFT: TAG Certified for Transparency



TTN: TAG TrustNet Data Connector

Rating	Log-level Data Supported	Required Data Fields
	Yes	Available
	In Development	Partially Available
	No	Not Available

Log-Level Data Supported: The supplier provides access to an always-on impression LLD feed to all advertisers and their agencies, as specified in the [TAG Certified for Transparency Guidelines](#).

Required Data Fields: The impression LLD feed provided by the supplier includes the data fields and the related data specified in the [TAG TrustNet Requirements](#).

In Review: In active review.

Unknown: It is unknown whether the vendor supports LLD, or it requires initial review and further evaluation before a classification of providing the required LLD fields can be determined.

Transparency Requirements

TAG TrustNet (www.tagtrust.net) was launched jointly by TAG (www.tagtoday.net) and Fiducia (www.fiducia.eco), provider of the LLD management platform, as the major industry initiative to create a single transparent, fair, and responsible programmatic marketplace based on data symmetry.

Data symmetry can become a reality if suppliers comply with some minimum requirements:

- Verification and Identification:** All participants need to be verified as legitimate legal entities and always identifiable over an ID provided by a recognized industry trade association.
- Data Access:** All suppliers need to make a contractual commitment to provide ongoing access to impression LLD to any advertiser or publisher asking for it.

- Data Fields:** The LLD provided by the supplier needs to comply with specified data fields, including quantitative, qualitative, and financial information.
- Matching IDs:** The financial LLD needs to include an ID (as defined by oRTB standards) to deterministically match impression LLD across suppliers.
- Data Matching:** All parties involved in a transaction need to use an independent platform recognized by industry trade associations. This platform needs to act as a utility connecting, harmonizing, and reconciling impression LLD for the parties to come up with a unified record for every single impression, recognized by all parties as "shared truth." Authorized parties need to have the option to export and share the reconciled data over the platform for their internal use and with their authorized business partners.