

Payment IDs provide unique and persistent anonymous identifiers that link every impression to who is paid to create new transparency in digital transactions. These leading programmatic buyers are committed to integrating Payment IDs in to their systems to help prevent bad actors from benefitting from advertising spend.

 dstillery

"We fully support Ad Exchange's initiative to lead the charge in supply transparency, and we encourage others in the industry to follow suit. Dstillery has always been committed to serving high-quality inventory and being honest with clients. We're pleased to see that our primary partners also make this a priority."

Tom Phillips, CEO, Dstillery

 MAGNETIC™

"We take fraud very seriously at Magnetic and have data scientists working on proprietary real time fraud detection along with integrations from other major fraud detection companies. The Verified by TAG initiative is another tactic to combat fraud by providing programmatic buyers a new level of supply-side transparency. Ad Exchange has always had high quality and clean inventory, and it's no surprise they're the first to include payment IDs in their platform."

Soo Jin Oh, SVP Data Business and Ad Operations, Magnetic

 MediaMath

"MediaMath is encouraged at this approach taken to help prevent fraud. Payment IDs are an important step in protecting the trust in advertising technology. We look forward to continue working with our sell-side partners, including Google, to address bad actors across the supply chain."

Sam Cox, VP Global Partnerships, MediaMath

## DoubleClick Ad Exchange

Payment IDs available on Ad Exchange



"This is a great step forward, and one Rocket Fuel is excited to work on. We'll take care to start logging Payment IDs and begin correlating our own identification of suspicious traffic back to the source using this data. We're committed to working with DoubleClick and other supply sources in a transparent way to help trace potentially problematic traffic back to the source."

Mark Torrance, CTO, Rocket Fuel, Inc.



"The Verified by TAG initiative provides programmatic buyers a new level of supply transparency. Every step forward from the supply side enhances our collective ability to ensure that every ad dollar spent in programmatic is deployed to maximum effectiveness. We're pleased to see Ad Exchange include Payment IDs in their platform and look forward to our clients having the opportunity to activate buying against this data."

Dave Pickles, Co-founder and CTO, The Trade Desk



Turn supports initiatives that help provide the transparency marketers want when they work with the ad tech industry. We are proud to support TAG and this program. We are encouraged by this pioneering step and look forward to working closely with Ad Exchange as trusted programmatic partners for brands and agencies."

Maureen Little, SVP Corporate and Business Development,  
Turn