



CESP Attention Grid

Category		Adelaide	Adloox - Peer39	DoubleVerify	IAS	Xpln.ai
Integration with partners	Is your attention solution integrated in a SSP? (Yes/No)	Yes	Yes	Yes	Yes	Yes
	If yes, with which ones?	Equativ, Index Exchange, Kargo, Magnite, OpenX, PubMatic, Teads, TripleLift, Yahoo	PubMatic, Equativ	Criteo	Google Ad Manager / Google AdX, Index Exchange, Magnite, PubMatic, Equativ, OpenX & Yahoo SSP	Index, Equativ, OpenX, PubMatic
	Is your attention solution integrated in an DSP? (Yes/No)	Yes	Yes	Yes	Yes	Yes
	If yes: - Measurement only - Measurement and activation	Measurement and activation	Measurement and activation	Measurement and activation	Measurement and activation	Measurement and activation
	If yes, with which ones?	Adloox, Adobe, Amazon DSP, Google DV360, Microsoft, Quantcast, Seedtag, TTD, Viant, Yahoo	PubMatic, Equativ, GAM, TTD, Viant, Amazon, Yahoo, Basis/Centro	Pre-Bid Universal Attention Activation Segment Provides a single pre-bid segment that leverages DV post-bid attention data to eliminate low performing inventory - AdForm - Amazon DSP - Beeswax - Curation by Google Ad Manager - LoopMe - Microsoft Invest DSP - Nexxen DSP - StackAdapt - The Trade Desk - Viant - Zeta DV AI Bid Optimization Combines DV's proprietary attention signals and AI-powered ad decisioning to optimize towards metrics related to DV's Authentic Attention - The Trade Desk - DV360 - Microsoft Invest DSP - Beeswax	IAS Prebid Attention segments under Context Control section : DV360, TTD, Amazon DSP, Adform, Viant, Yahoo, Basis, DeepIntent, Infillion, StackAdapt, Nexxen, Zeta Global, Pulsepoint, Beeswax, Quantcast, Amobee, MediaSmart, Taboola, Teads Ad Manager, Ogury	Prebid Attention Targeting : The Trade Desk (TTD) Prebid Custom Bidding algorithms : DV360