

# Bidtellect Supply **RTB** *Partner* Grid

| PARTNER                         | AD FORMATS   | SCALE                                  | PMP     | DESKTOP | MOBILE/TABLET |
|---------------------------------|--|--|---------|---------|---------------|
| TripleLift                      | Responsive Native, Display, Native Video, Instream Video       | We have access to all Supplier Traffic | Enabled | 30%     | 70%           |
| Sharethrough                    | Responsive Native, Native Video, Instream Video                | We have access to all Supplier Traffic | Enabled | 39%     | 61%           |
| Google                          | Responsive Native, Display, Outstream                          | Access to all Supplier Culled Traffic  | Enabled | 33%     | 66%           |
| MSN / Microsoft                 | Responsive Native, Display                                     | We have access to all Supplier Traffic | Enabled | 93%     | 7%            |
| YieldMo                         | Responsive Native, Display, Outstream, Instream Video          | Access to all Supplier Culled Traffic  | Enabled | 55%     | 45%           |
| Teads                           | Responsive Native, Outstream                                   | We have access to all Supplier Traffic | Enabled | 24%     | 76%           |
| Taboola                         | Responsive Native, Display, Outstream, Native & Instream Video | Access to all Supplier Culled Traffic  | Enabled | 39%     | 61%           |
| Outbrain                        | Responsive Native, Outstream                                   | We have access to all Supplier Traffic | Enabled | 46%     | 54%           |
| Media.net                       | Responsive Native, Display                                     | We have access to all Supplier Traffic | Enabled | 93%     | 7%            |
| Magnite                         | Responsive Native, Display, Outstream                          | We have access to all Supplier Traffic | Enabled | 53%     | 47%           |
| Index Exchange                  | Responsive Native, Display, Outstream, Instream Video          | We have access to all Supplier Traffic | Enabled | 31%     | 69%           |
| Xandr – Monetize SSP (AppNexus) | Responsive Native, Display                                     | Access to all Supplier Culled Traffic  | Enabled | 62%     | 38%           |
| AdYouLike                       | Responsive Native, Display                                     | We have access to all Supplier Traffic | Enabled | 35%     | 65%           |
| GumGum                          | Responsive Native  | We have access to all Supplier Traffic | Enabled | 69%     | 31%           |
| 33Across                        | Responsive Native, Display, Instream Video                     | We have access to all Supplier Traffic | No      | 60%     | 40%           |
| Sovrn                           | Responsive Native, Display                                     | Access to all Supplier Culled Traffic  | Enabled | 59%     | 41%           |
| TrustX                          | Responsive Native, Display                                     | Access to all Supplier Culled Traffic  | Enabled | 82%     | 18%           |
| Sonobi                          | Responsive Native, Display                                     | Access to all Supplier Culled Traffic  | Enabled | 95%     | 5%            |
| Pubmatic                        | Responsive Native, Display                                     | Access to all Supplier Culled Traffic  | Enabled | 52%     | 48%           |
| OpenX                           | Responsive Native, Display                                     | Access to all Supplier Culled Traffic  | Enabled | 76%     | 24%           |
| The Media Grid                  | Responsive Native, Display, Outstream, Instream Video          | Access to all Supplier Culled Traffic  | Enabled | 63%     | 37%           |
| Criteo                          | Display  | Access to all Supplier Culled Traffic  | Enabled | 34%     | 66%           |
| Yahoo Exchange                  | Responsive Native, Display, Outstream, Instream Video          | Access to all Supplier Culled Traffic  | Enabled | 72%     | 28%           |
| Freestar                        | Responsive Native, Display, Outstream                          | Access to all Supplier Culled Traffic  | Enabled | 64%     | 36%           |
| CatapultX                       | Responsive Native, Display                                     | We have access to all Supplier Traffic | Enabled | 89%     | 11%           |
| Kargo                           | Responsive Native, Display, Outstream, Instream Video          | Access to all Supplier Culled Traffic  | Enabled | 37%     | 63%           |

\*Speak to a Bidtellect rep to discuss activation for your campaigns