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	Display & Native	Online Video	Pinterest	Meta	Snapchat	Advanced TV	Pandora	Meredith
GOOGLE CAMPAIGN MANAGER AKA DCM	 	 	 		 	 		
FLASHTALKING	 	 	 			 		
INNOVID	 	 				 		
EXTREME REACH	 	 				 		

Offsite Verification Tagging

	Display & Native	Online Video	Pinterest	Meta	Snapchat	Advanced TV	Pandora	Meredith
MOAT	✓	✓	✗	✗	✗	Work directly with your ATV buying rep for their tagging guide for what they accept and not.	✗	✗
DoubleVerify	✓	✓	—	—	—		✗	✗
IAS	✓	✓	✗	✗	✗		✗	✗



Other Accepted Offsite Tags

	Display & Native	Online Video	Pinterest	Meta	Snapchat	Advanced TV	Pandora	Meredith
Kantar Millward Brown Brand Lift Study	✓	✓	—	—	✗	✗	✗	✗
Nielsen DAR	✓	✓	✗	✓	✓	✓	✗	✗



Accepted



Tag-less Integration



Tags Not Accepted