

# Approved Third Party Platforms and Vendors

Updated: 10/24/2024

## 1. Buying Platforms for Direct Connect

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The following Buying Platforms have been approved for use in conjunction with activations that may include demand side platforms and social media platforms using Direct Connect.

- The Trade Desk
- Yahoo

## 2. Platforms with API Access to KAP

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The following Platforms have been approved to have API access to the Kroger Ad Platform (KAP).

- PacVue
- Skai
- CommerceIQ