

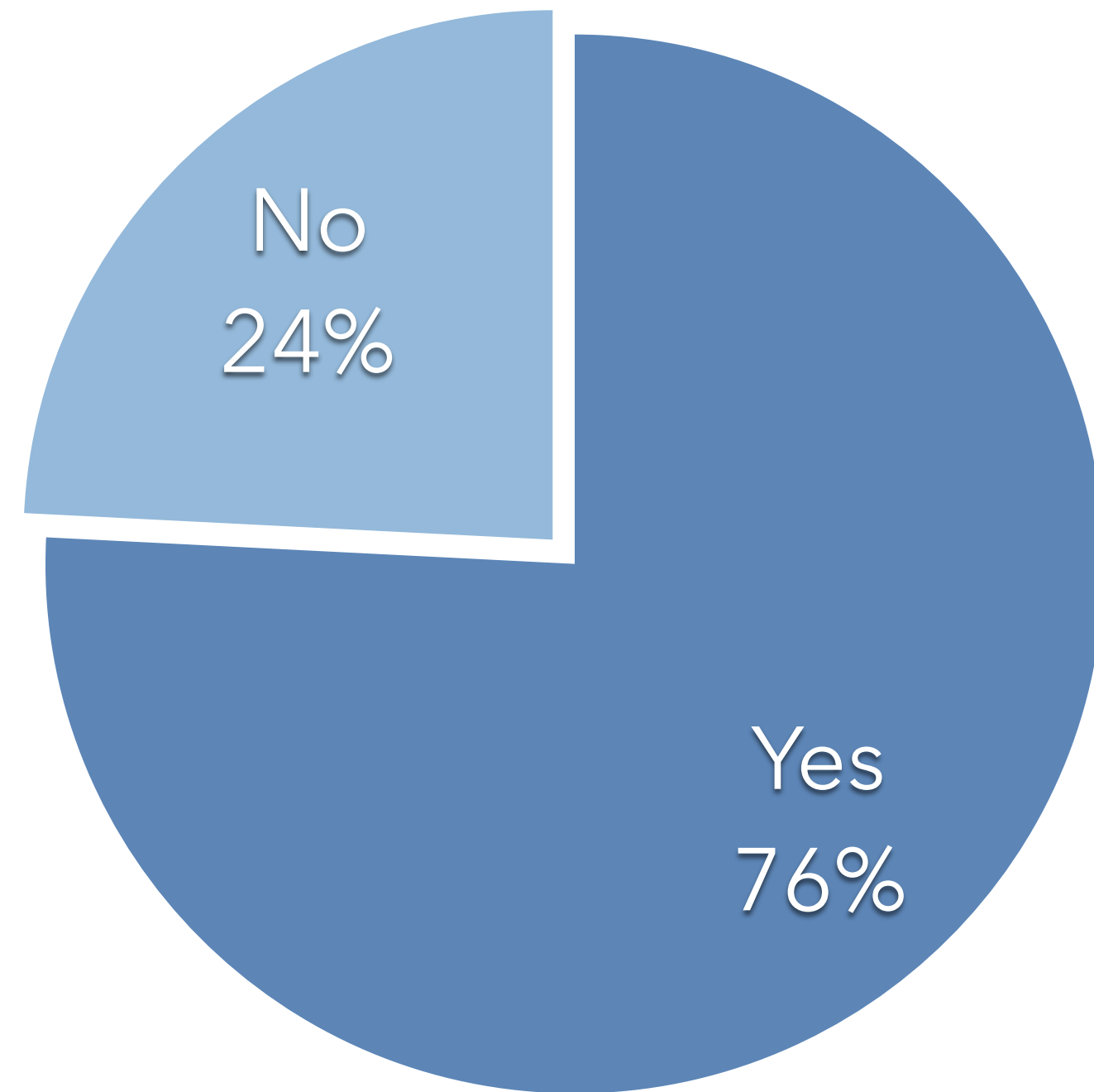
Ad Tech Insights - October Report

Header Bidding Industry Index

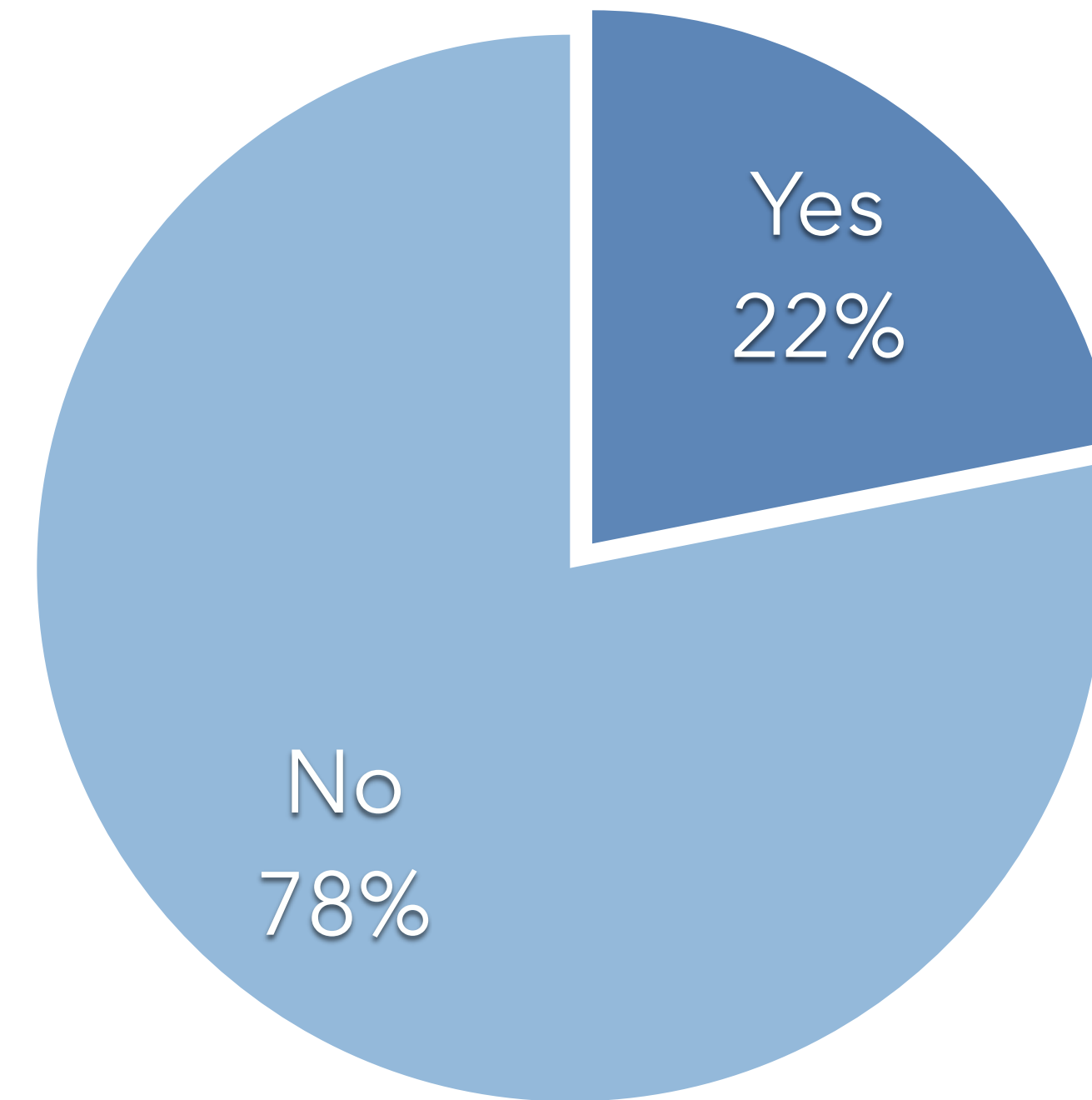
Methodology

- We took the Top 5,000 US sites from [alexa.com](https://www.alexa.com) on August 2017 and removed any that didn't show ads
- The top remaining 1,000 sites formed the HBIX
- We then look for 700+ manually-found expressions to indicate if/how these sites were doing header bidding
- For more insight into our methodology, visit <https://adzerk.com/methodology>

Header bidding adoption in July

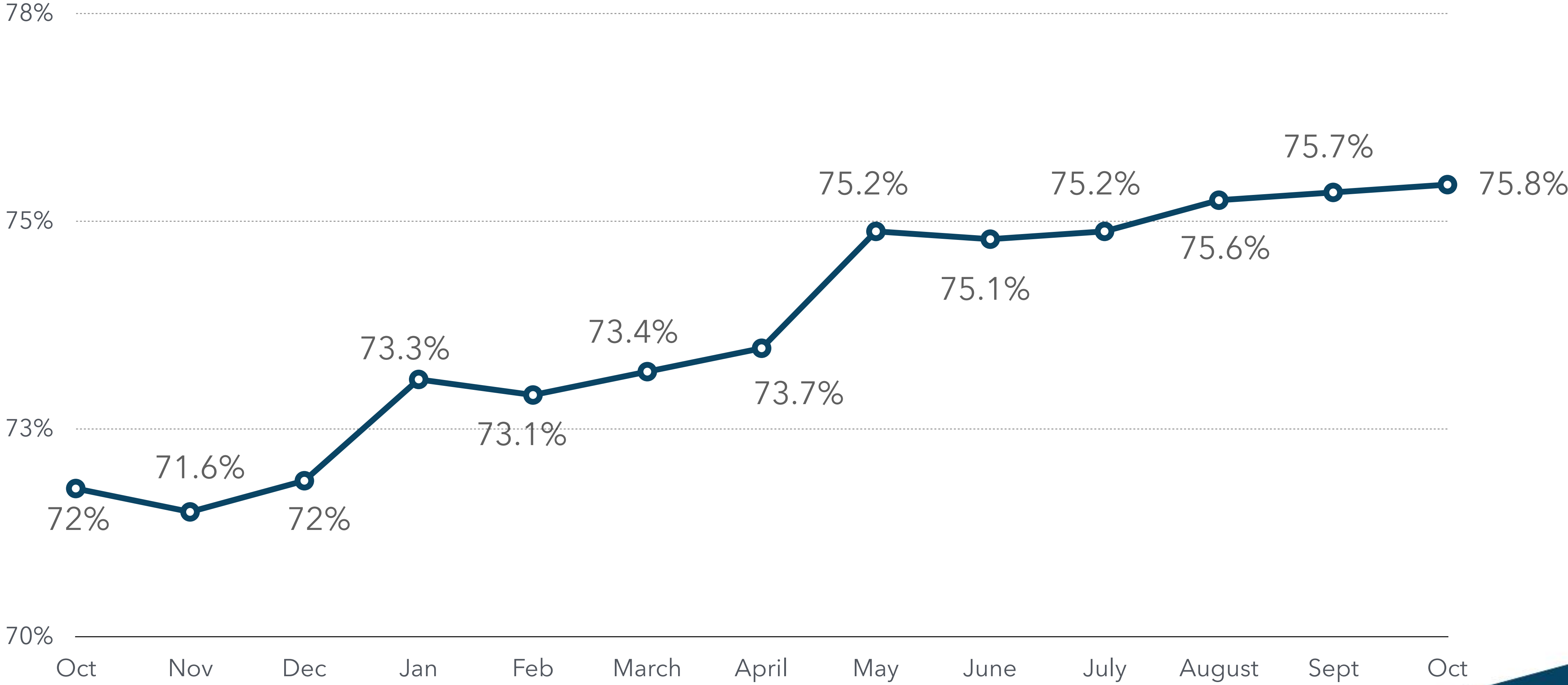


Sites in HBIX (Top 1,000 sites that do programmatic advertising)

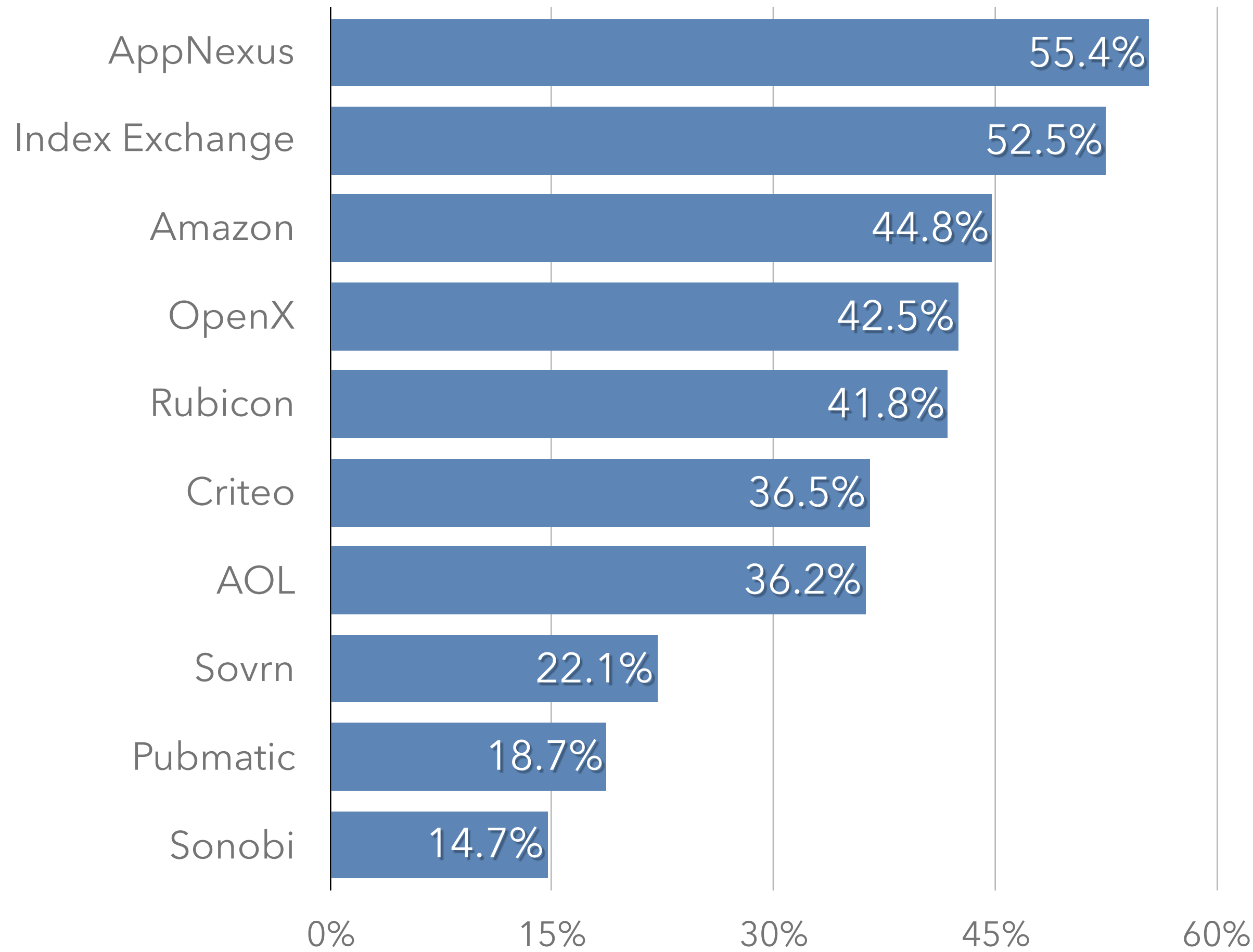


Alexa's Top 3,000 Sites

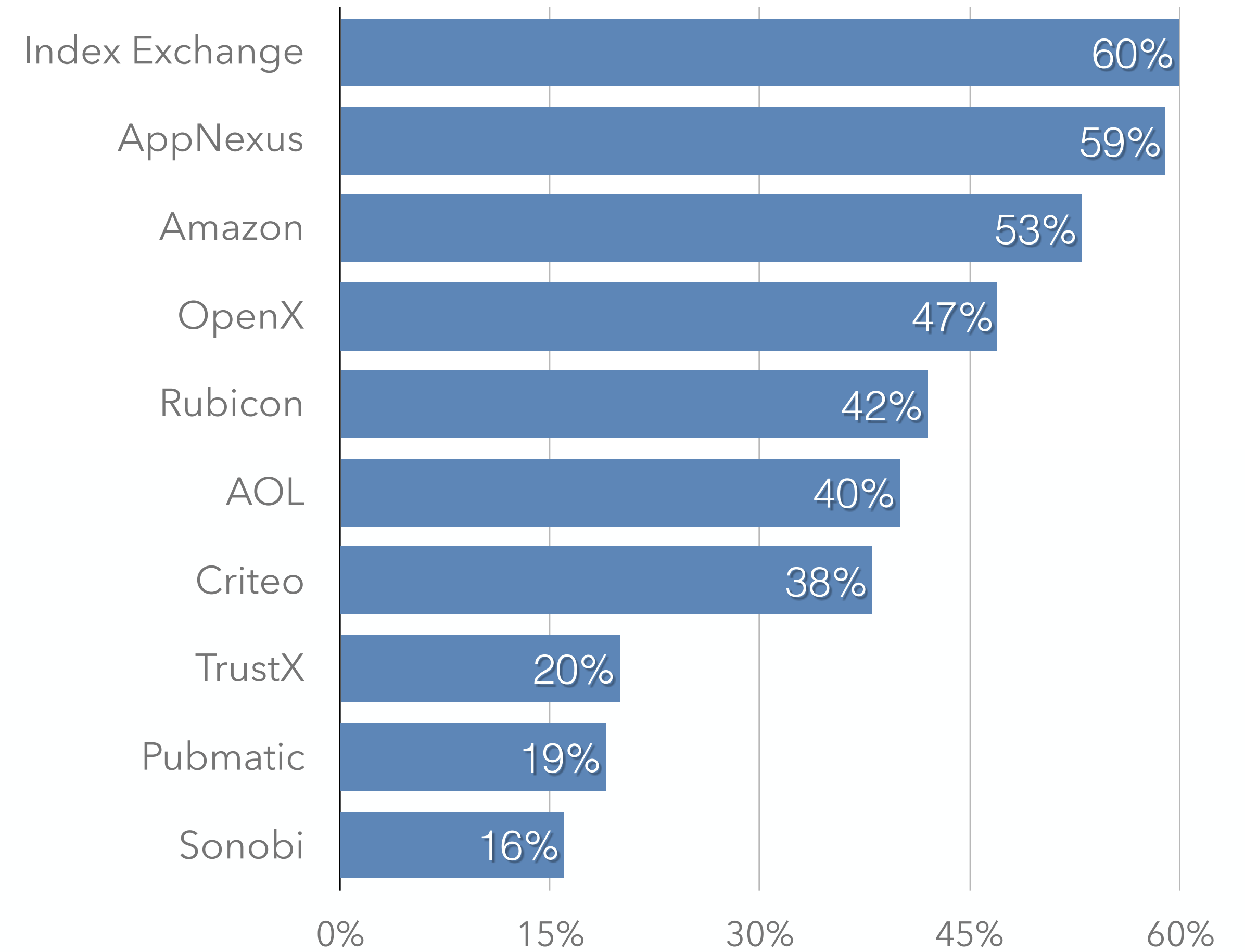
Header bidding adoption over time



Top 10 Demand Partners - All Sites



Top 10 Demand Partners - Top 100 Sites



Top 30 Demand Partners

Vendor	Sept	Oct	% Change
AppNexus	535	554	3.55%
Index Exchange	518	525	1.35%
Amazon	446	448	0.45%
OpenX	414	425	2.66%
Rubicon	408	418	2.45%
Criteo	385	365	-5.19%
AOL	344	362	5.23%
Sovrn	222	221	-0.45%
Pubmatic	186	187	0.54%
Sonobi	139	147	5.76%
Conversant	107	106	-0.93%
PulsePoint	87	87	0.00%
TripleLift	77	86	11.69%
RhythmOne	80	81	1.25%
Facebook	83	79	-4.82%

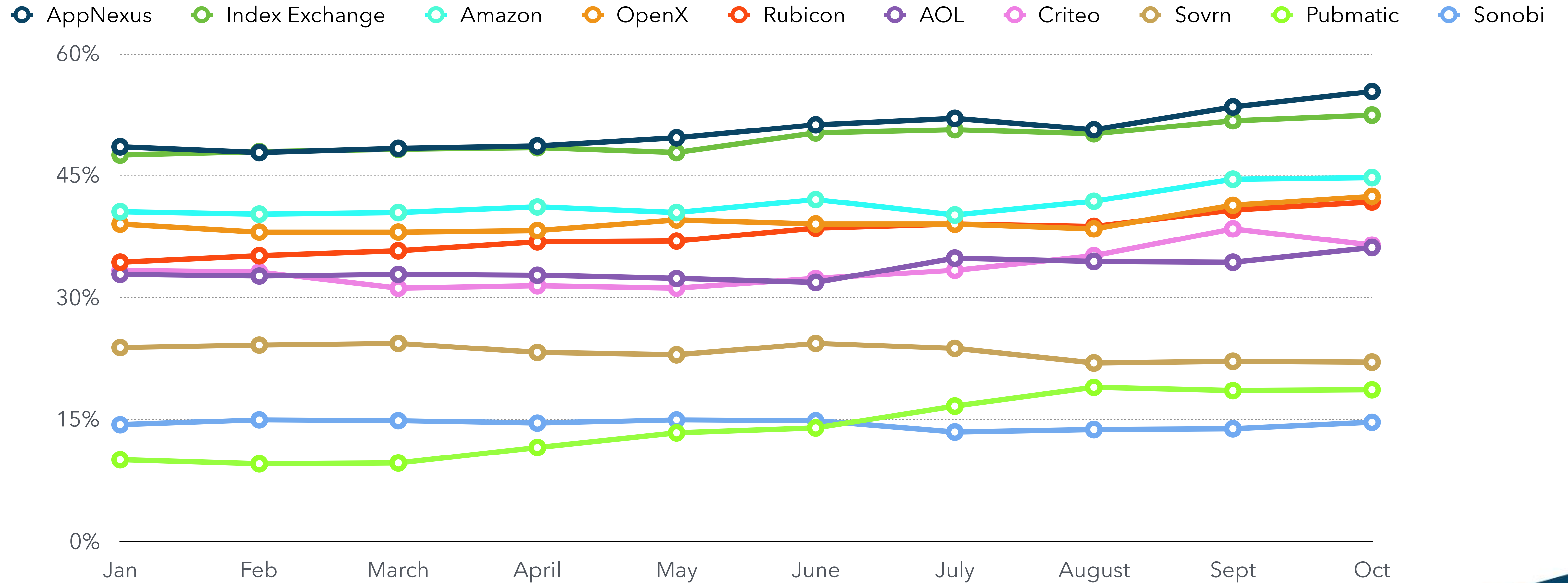
Vendor	Sept	Oct	% Change
TrustX	76	75	-1.32%
Kargo	64	70	9.38%
GumGum	40	52	30.00%
Sharethrough	47	49	4.26%
DistrictM	64	43	-32.81%
YieldBot	38	24	-36.84%
BRealTime	22	22	0.00%
FreeWheel	18	21	16.67%
33Across	10	20	100.00%
Improve Digital	20	19	-5.00%
Sortable	4	18	350.00%
Nexage (AOL)	14	16	14.29%
JustPremium	13	15	15.38%
SpotX	15	13	-13.33%
AdYouLike	9	13	44.44%

Next 30 Demand Partners

Vendor	Oct
Optimera	13
Undertone	12
UnderDog Media	12
Cox	11
RTK	10
LockerDome	10
Colossus	10
Komoon	8
AdBridg	8
Beachfront Media	8
Rockyou	7
SmartAdServer	7
Media.net	7
SmartRTB	6
Mantis	5

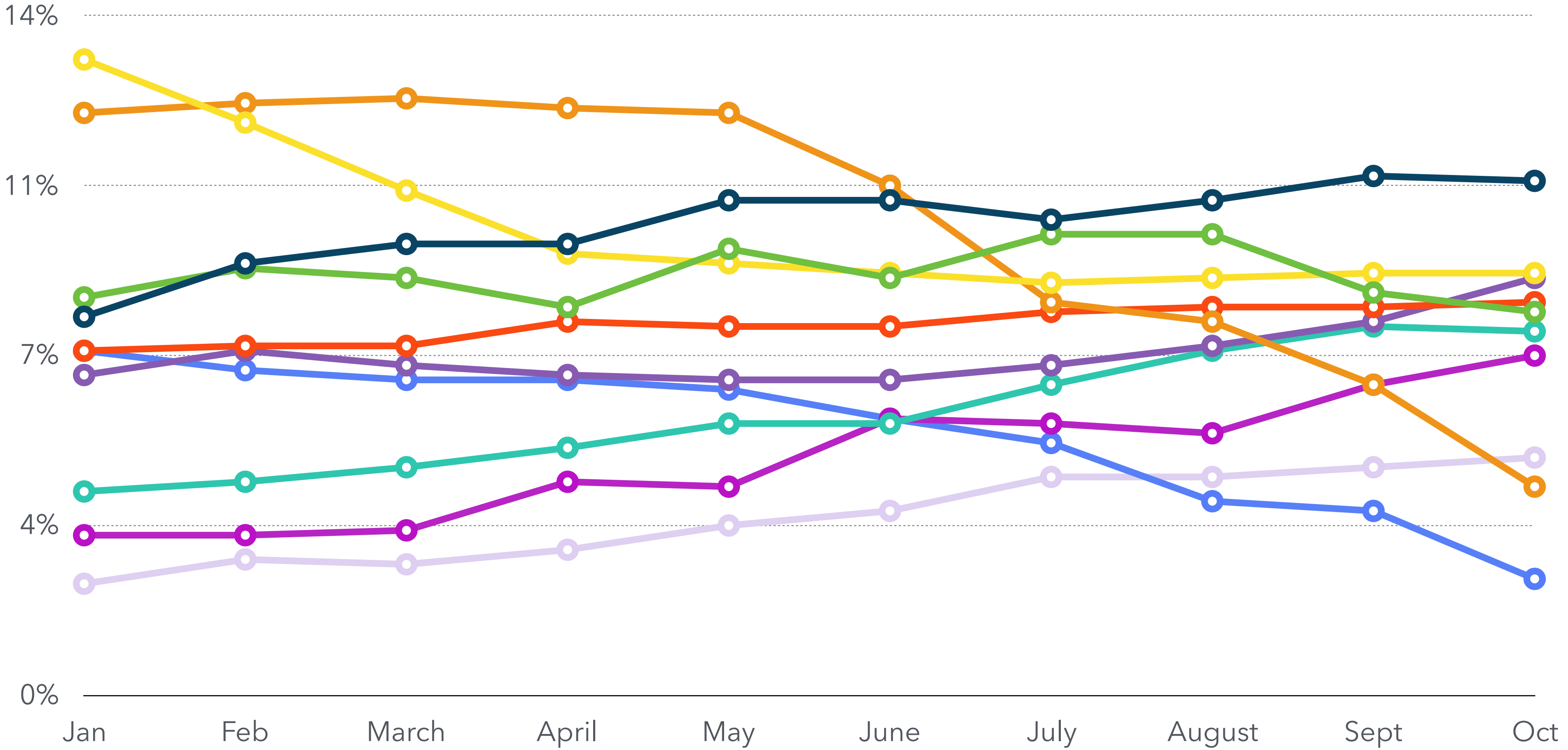
Vendor	Oct
Sekindo	4
YieldMo	4
Nano Interactive	4
Adform	3
Bidfluence	3
J Carter Marketing	2
Defy Media	2
RTB House	2
Gamma	1
Vuble	1
Unruly	1
Kumma	1
Innity	1
Addkt	1
EngageBDR	1

Top 10 Bidders Over Time



Next 10 Bidders Over Time

● Conversant
● Facebook
● PulsePoint
● DistrictM
● RhythmOne
● TripleLift
● TrustX
● Kargo
● YieldBot
● Sharethrough



Top 30 Client-Side Wrappers

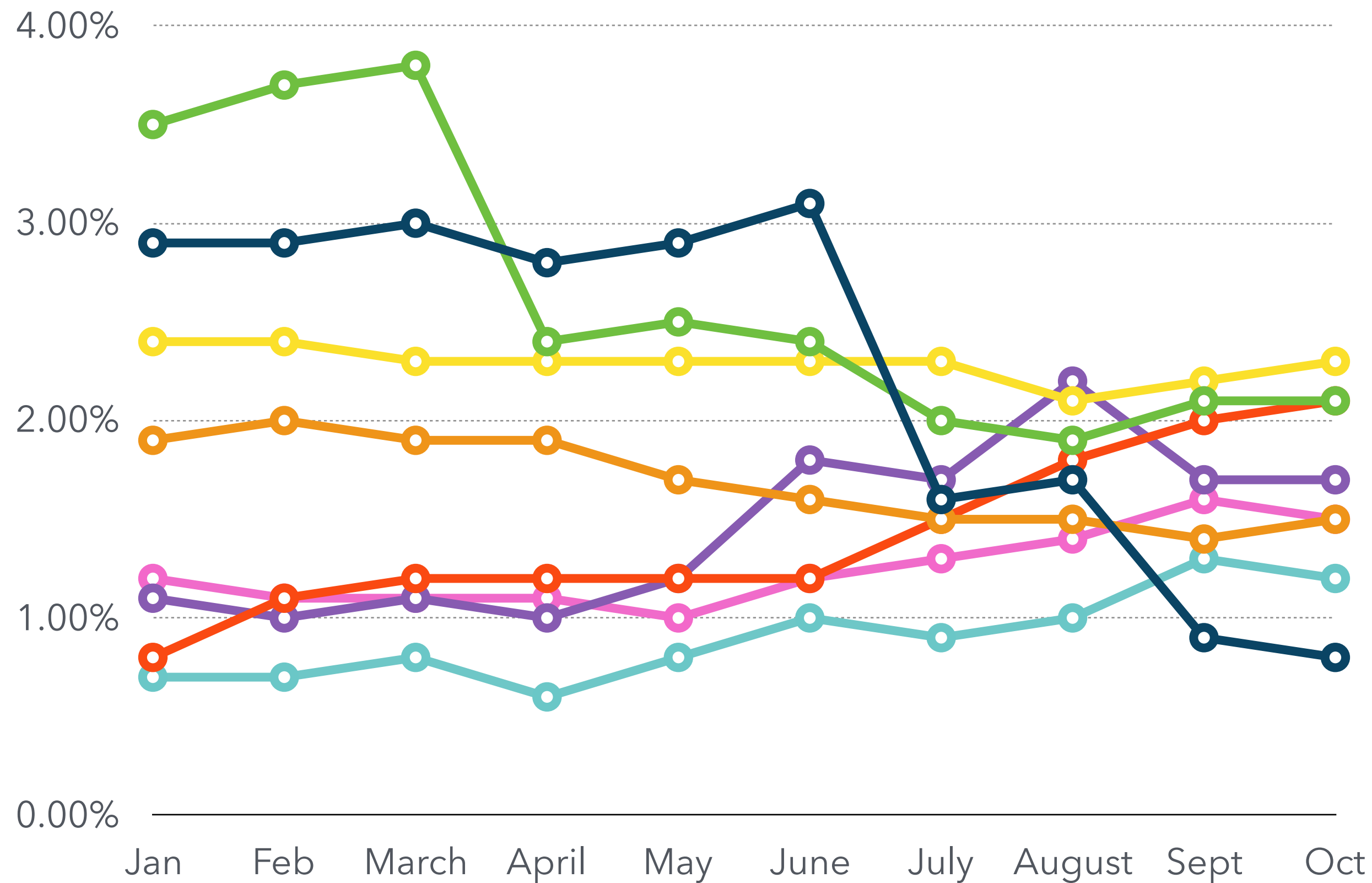
Vendor	Sept	Oct	% Change
Index Exchange	243	238	-2%
In-House (Prebid)	231	235	2%
Curse Digital Media	22	23	5%
Prebid Enterprise	21	21	0%
Venatus Media	20	21	5%
Proper Media	17	17	0%
Freestar	16	15	-6%
Sortable	14	15	7%
UnderDog	13	12	-8%
RTK	10	11	10%
Pubmatic Openwrap	9	10	11%
In-House (Proprietary)	9	8	-11%
AdBridg	8	8	0%
BRealTime	6	7	17%
Playwire Media	6	7	17%

Vendor	Sept	Oct	% Change
HashTag Labs	6	6	0%
AdThrive	5	6	20%
DistrictM	6	6	0%
MonetizeMore	5	5	0%
Ziff Davis Tech	4	5	25%
Rubicon	3	5	67%
Sovrn	4	4	0%
Ezoic	4	4	0%
In-House (Pubfood)	4	4	0%
Zedo	2	3	50%
Addkt	3	3	0%
Grateful.io	2	2	0%
Technorati Media	2	2	0%
Publir	3	1	-67%
Snigel Web	2	1	-50%

Note: this excludes network tags that employ header bidding without the publisher even knowing

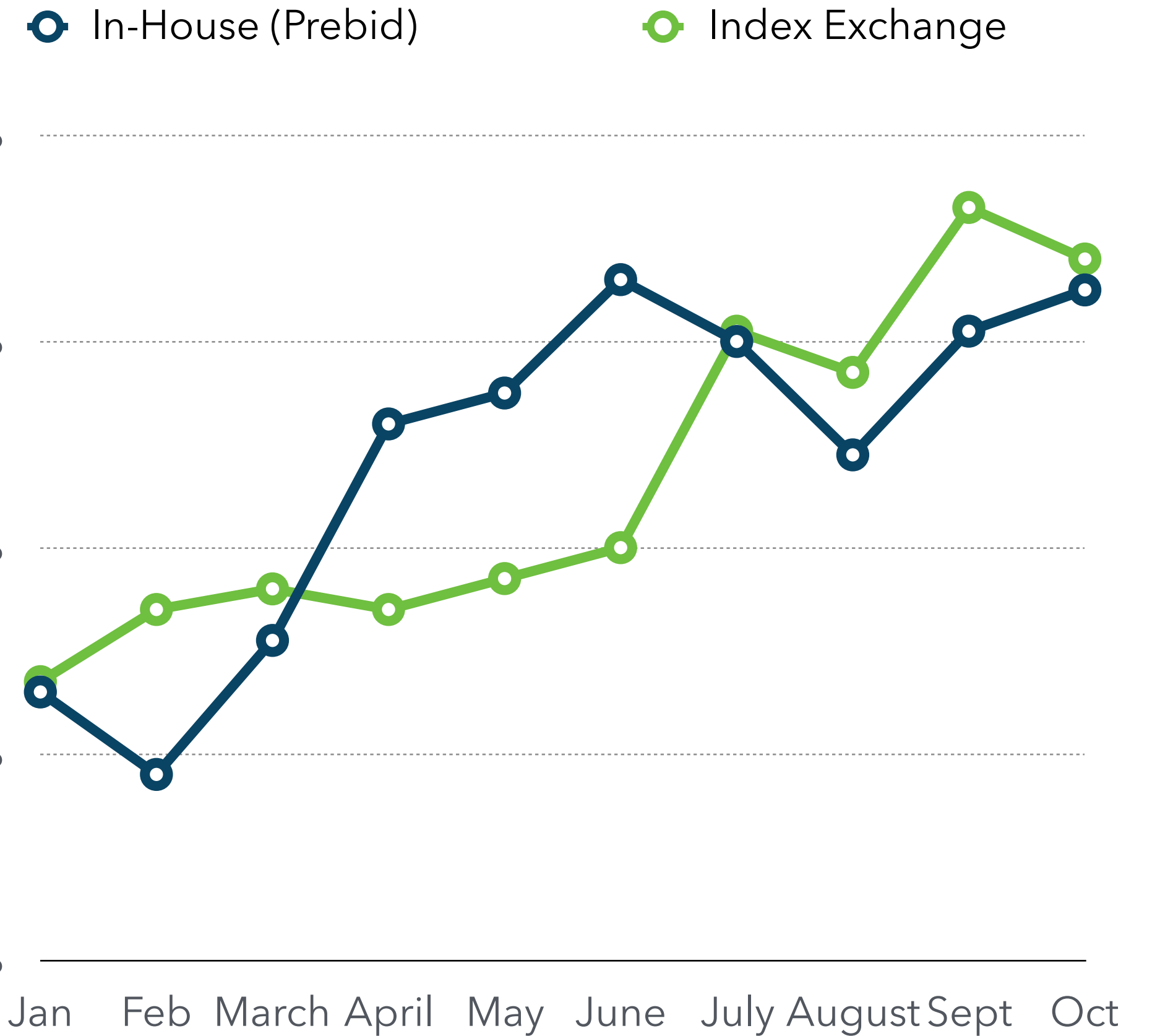
Top 10 Wrappers Over Time

- In-House (Custom Code)
- Sortable
- Freestar
- Prebid Enterprise (AppNexus)
- Venatus Media
- UnderDog
- Curse Digital Media
- Proper Media



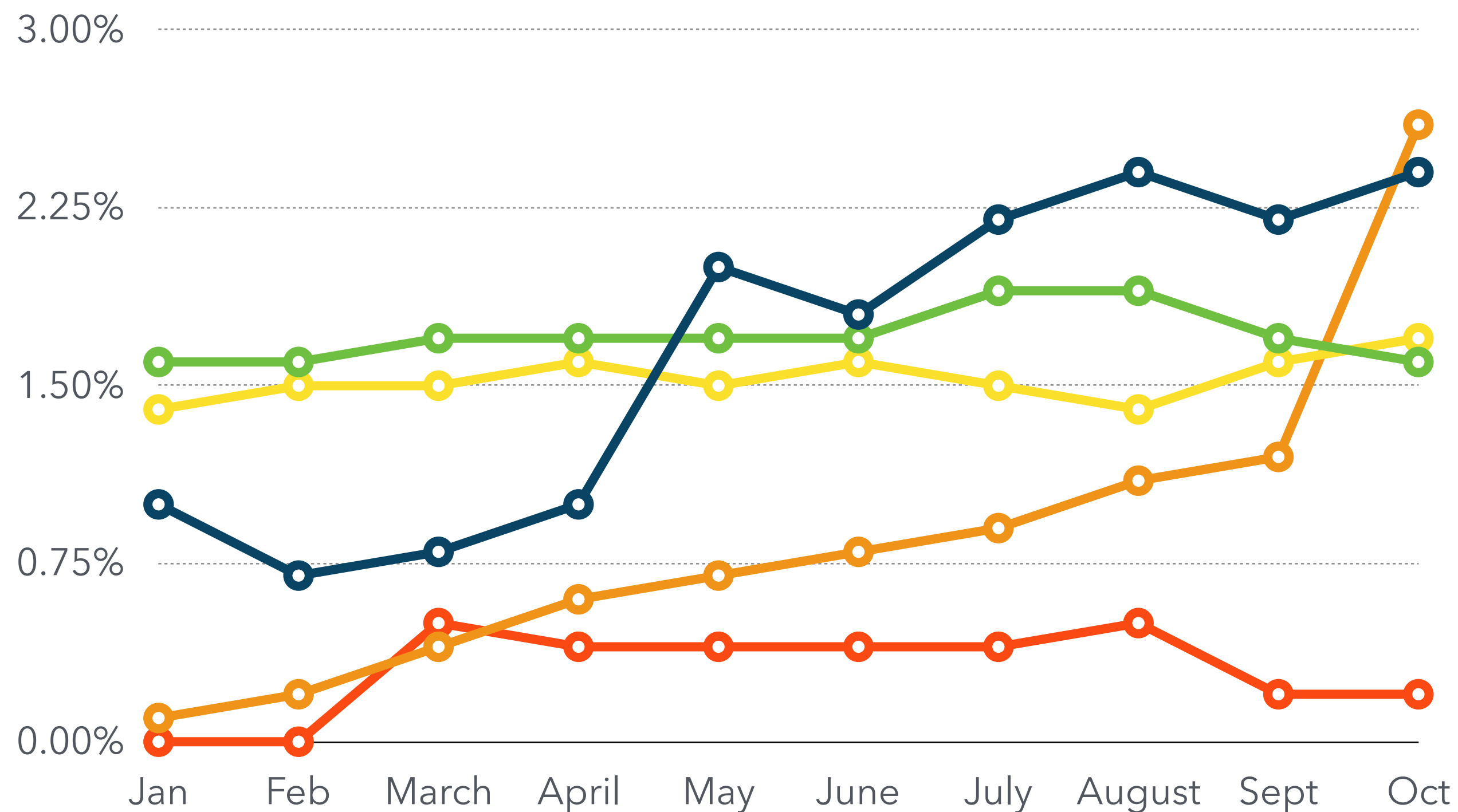
#3 - #10

#1 - #2



Top S2S Endpoints Over Time

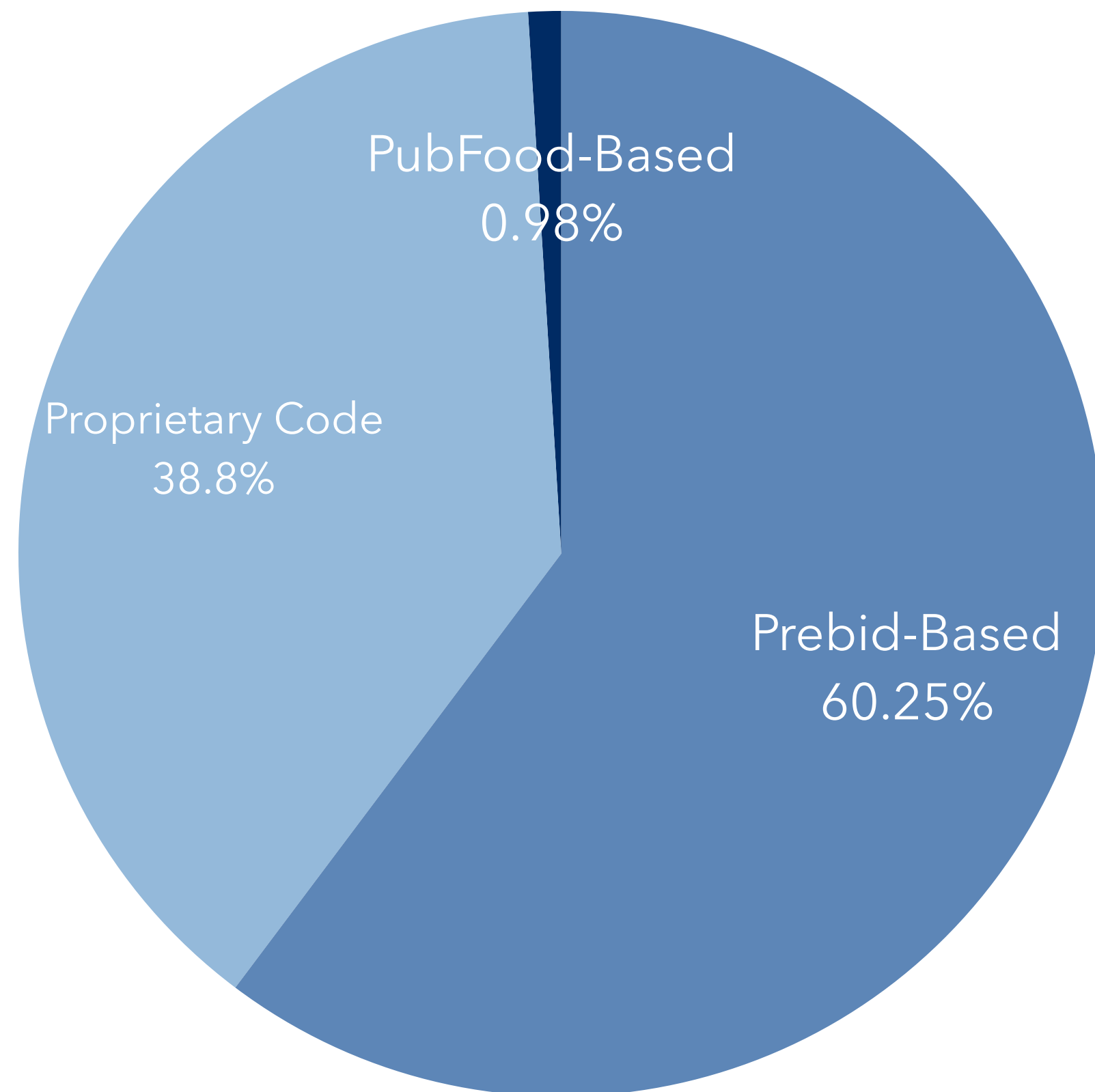
● Prebid Server
 ● Purch
 ● Media.net
 ● ServerBid
 ● Index S2S



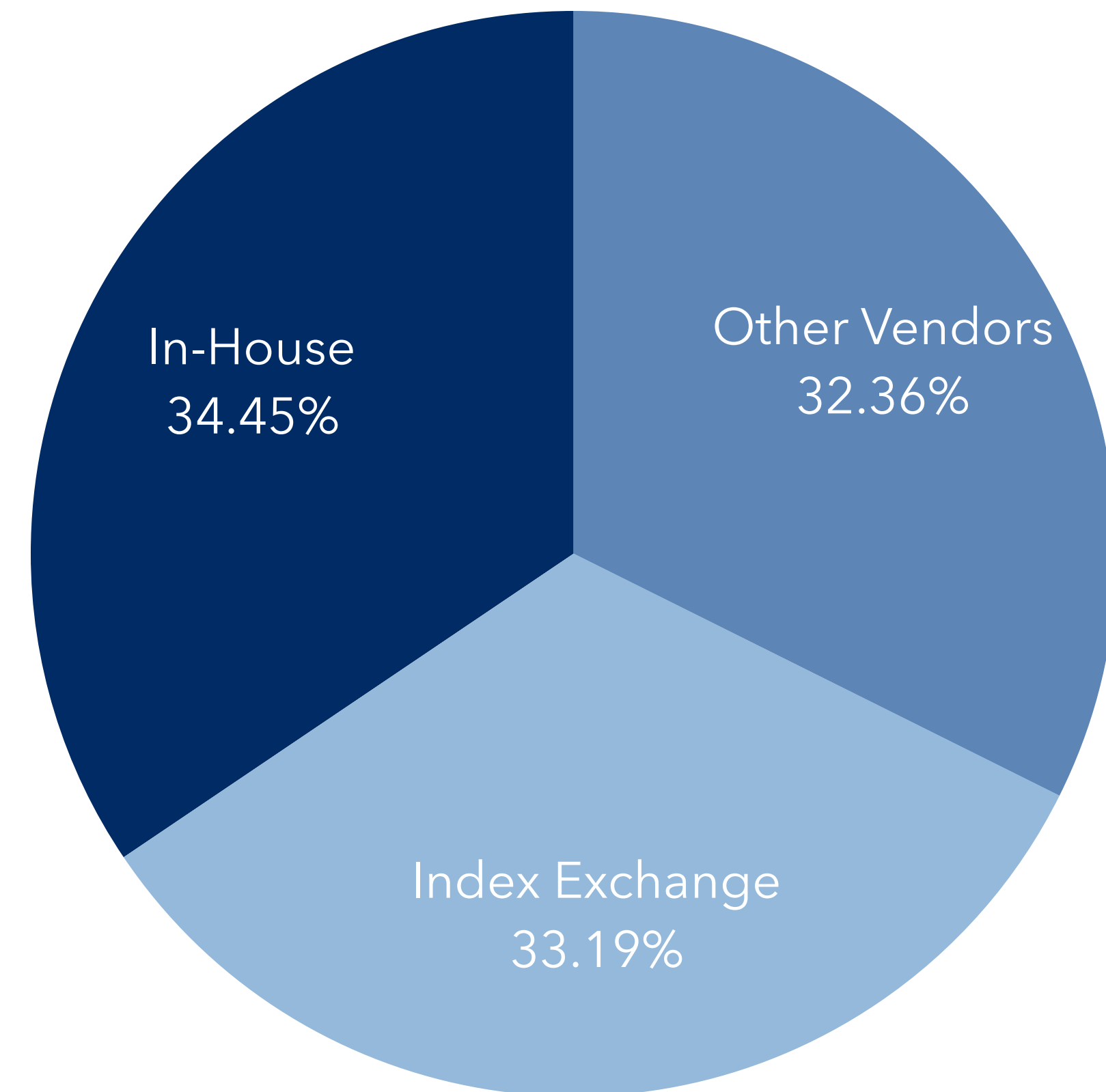
Vendor	Sept	Oct	% Change
ServerBid	12	26	117%
Prebid Server	22	24	9%
Media.net	16	17	6%
Purch	17	16	-6%
Index S2S	2	2	0

Note: Amazon TAM is excluded due to difficulty in correctly identifying the difference between a standard call and a S2S call

Wrapper breakdowns



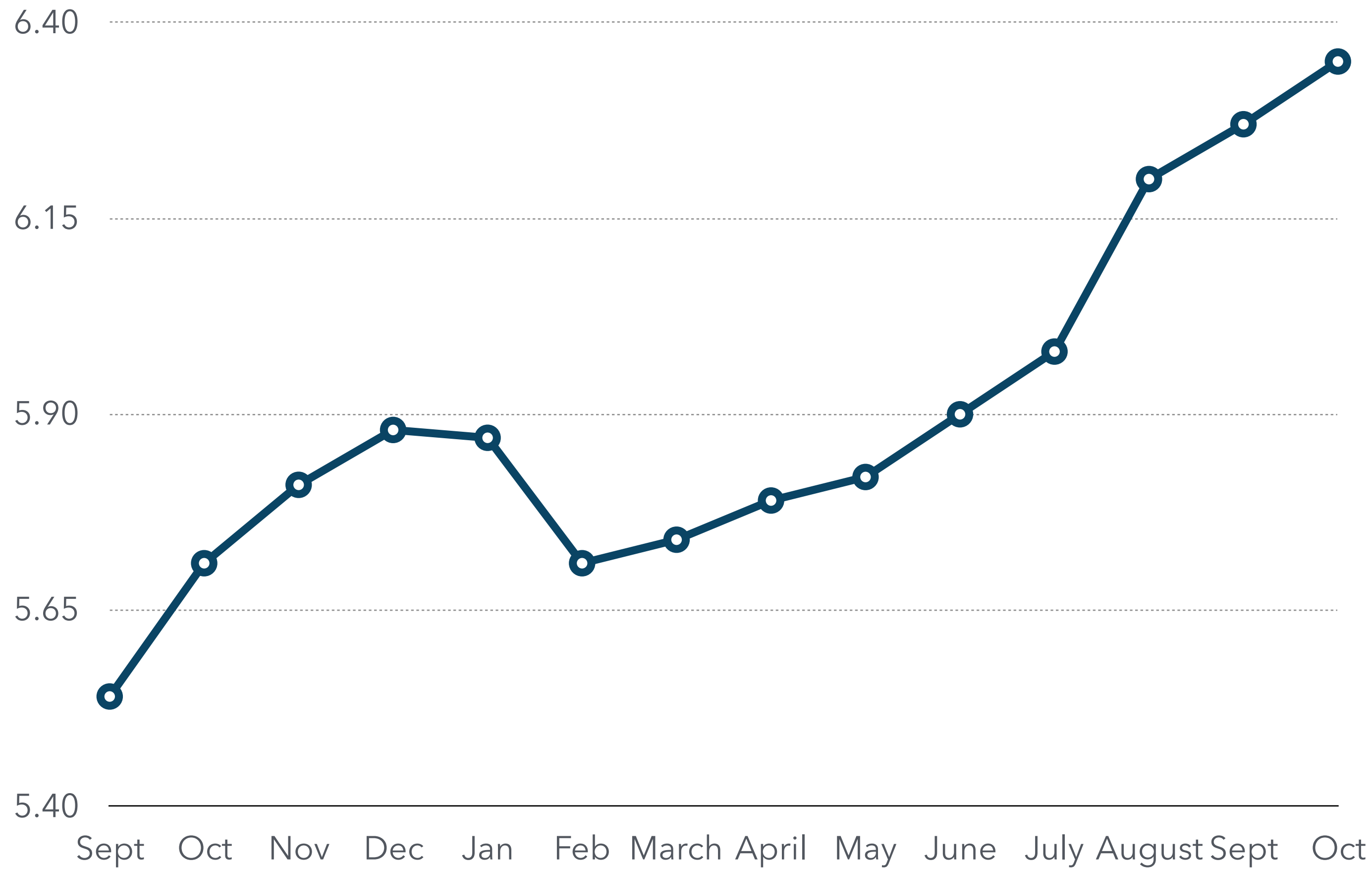
Code types used



Solution type

n=717, the total number of client-side wrappers seen

Avg # of Bidders



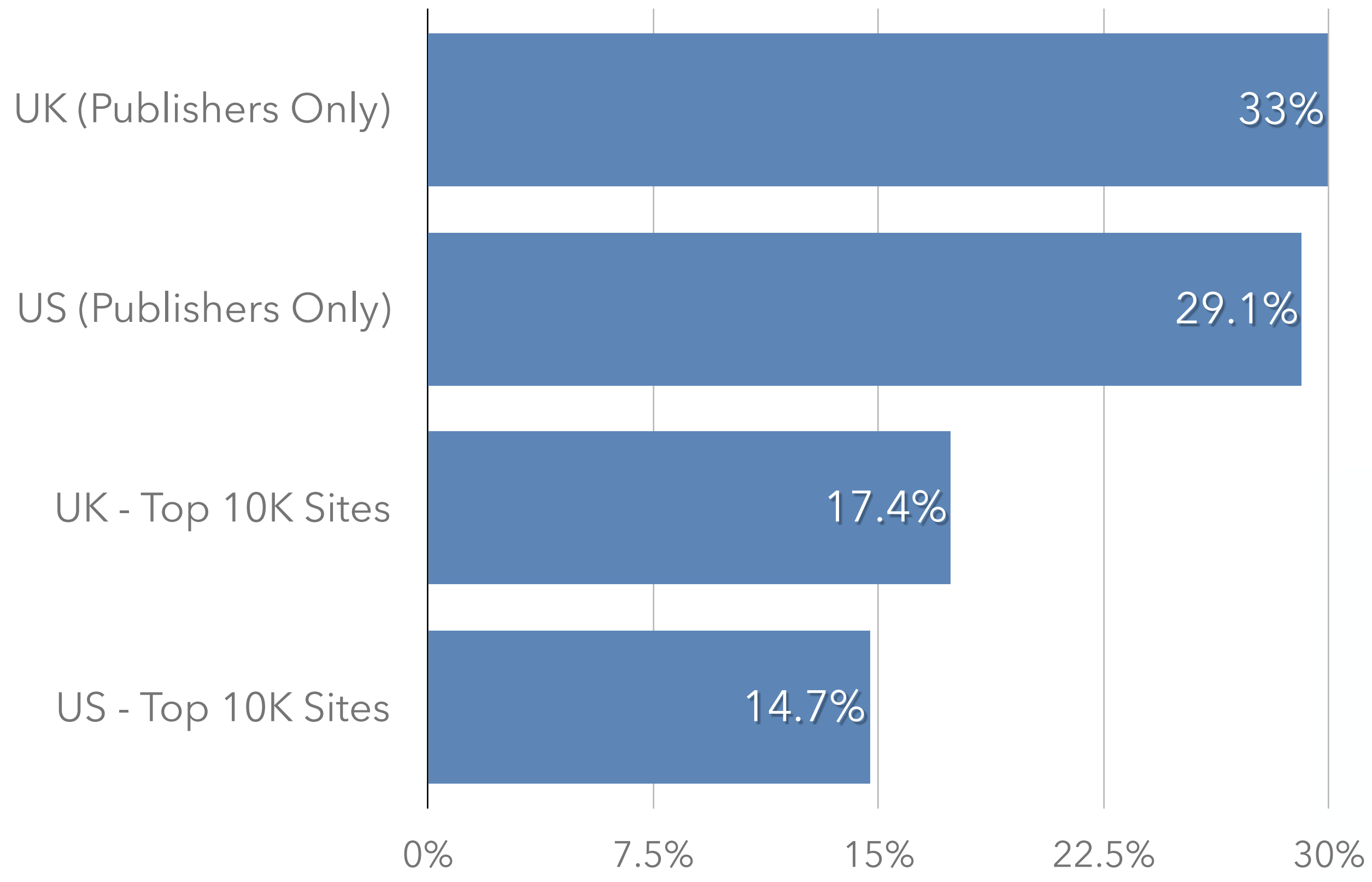
Vendor	Avg Bidders
3rd-Party Vendor (excluding Index)	8.04
In-House	6.53
Total Avg	6.35
Index Exchange	5.85
No Wrapper	1.34

Consent Management Platforms (CMP)

Methodology

- This looks at the Top 10K US and Top 10K UK site lists according to Alexa's Top Sites API (updated every 3-4 months. Last: July '18)
- For the 'publisher' filter, we look just at sites that do programmatic advertising, which we identified by analyzing what sites were pinging AdSense or an ad exchange, using an IAB CMP, or hosting an ads.txt file
- To identify CMP usage, we manually built a list of URL endpoints that signify the publisher is using a CMP and which one. This list includes over 500 expressions, including the [IAB URL](#) formatting, open-source code from AppNexus and Axel Springer, WordPress plug-ins, and miscellaneous other vendors
- We then use a proprietary tool every month to see what sites are hitting what endpoints. We double-check the results to identify new expressions/CMPs, irregularities, and anything missing from the previous report
- This report looks just at 3rd-party CMP usage, whether that's an IAB-registered CMP, a consent tool not registered with the IAB, a WP Plug-in, an in-house CMP that uses open-source code from Axel Springer or AppNexus, or an in-house CMP that uses the IAB 'vendorlist' file. It excludes sites that have written their own cookie notification code

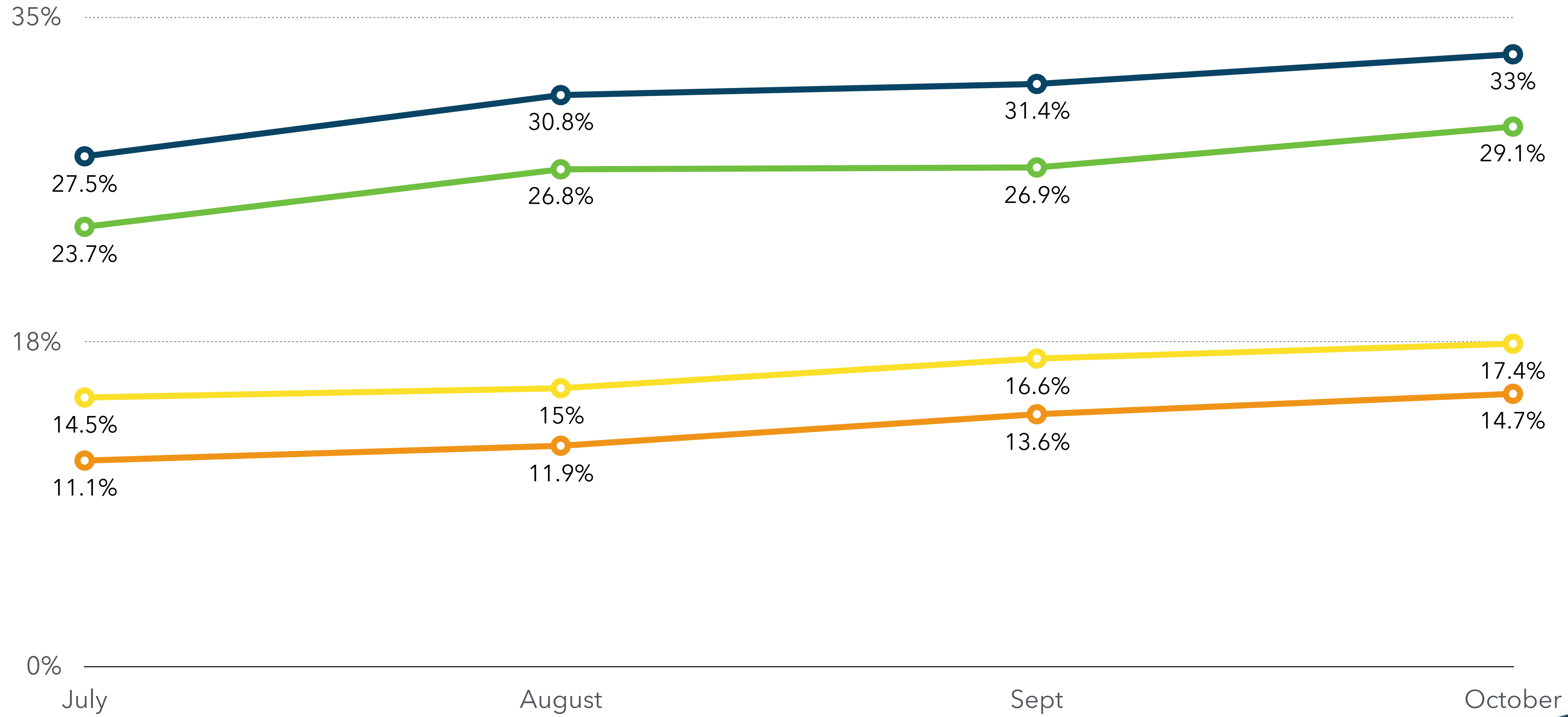
CMP Adoption by Geo



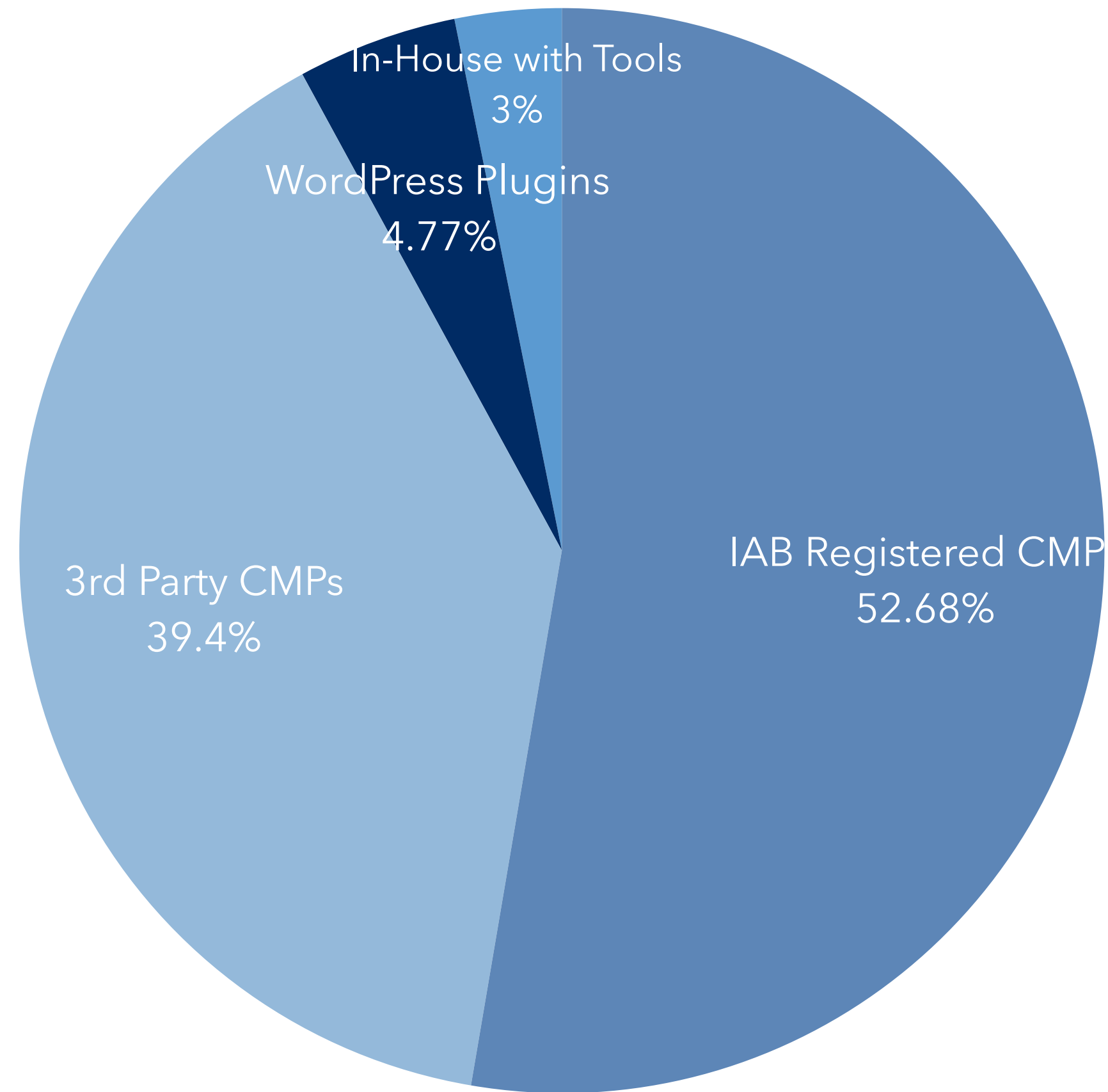
Vendor	July	August	Sept	Oct	% Change
UK (Pubs Only)	27.5%	30.8%	31.4%	33%	5.1%
US (Pubs Only)	23.7%	26.8%	26.9%	29.1%	8.2%
UK All	14.5%	15%	16.6%	17.4%	4.8%
US All	11.1%	11.9%	13.6%	14.7%	8.1%

"Publishers only" filters the 10K list to just sites that show programmatic ads

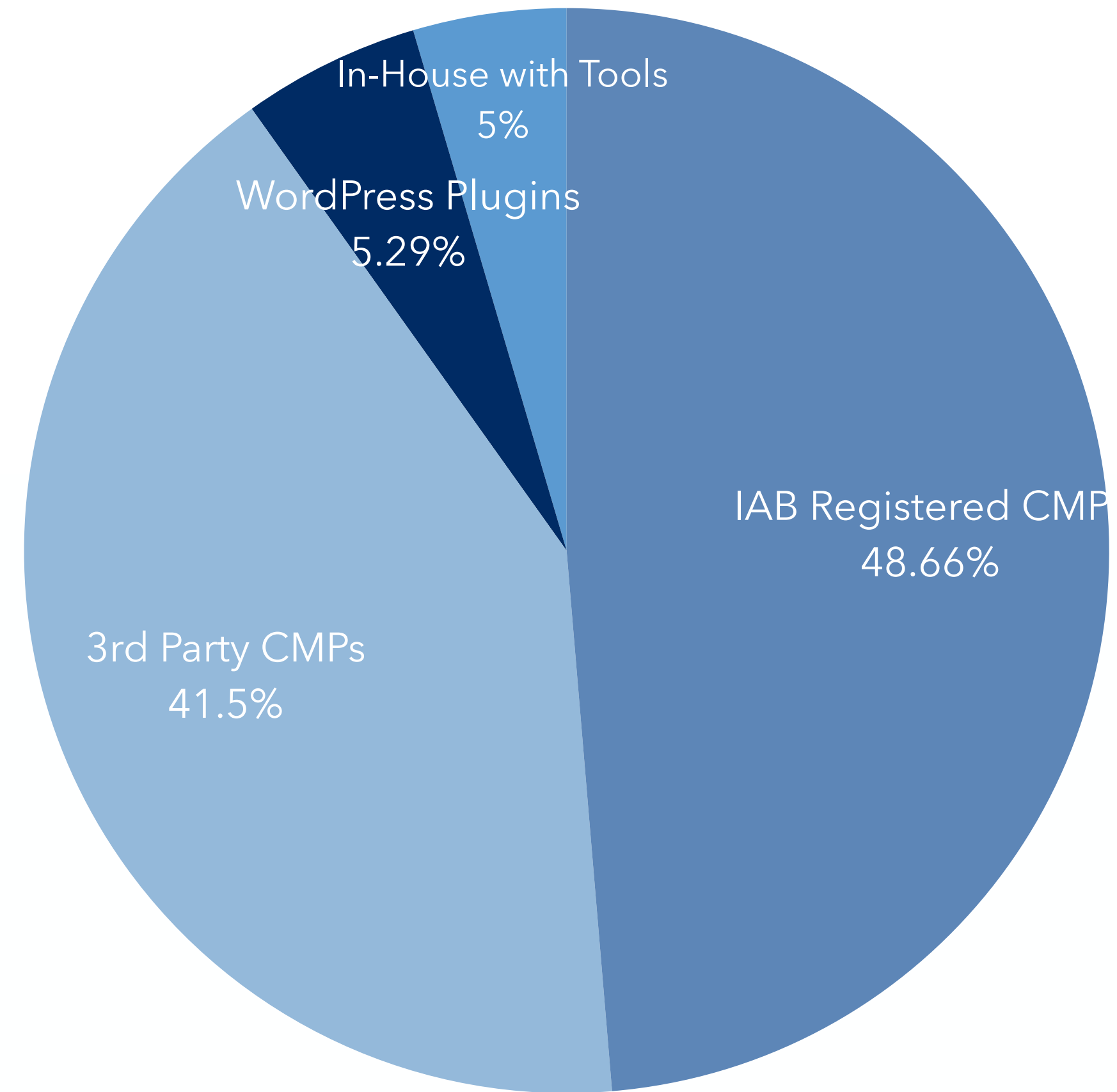
CMP adoption over time



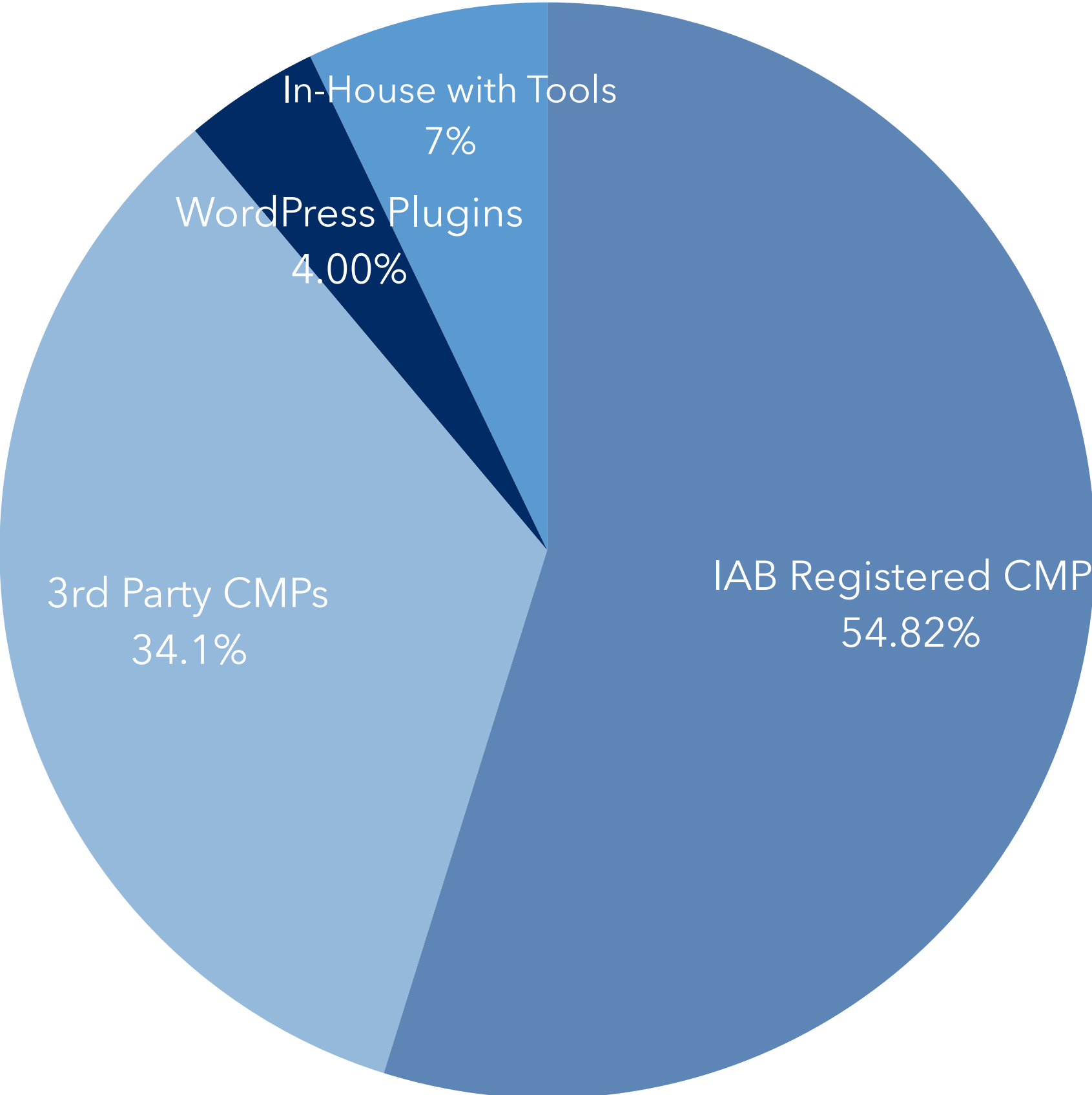
Consent Tool by Type - US



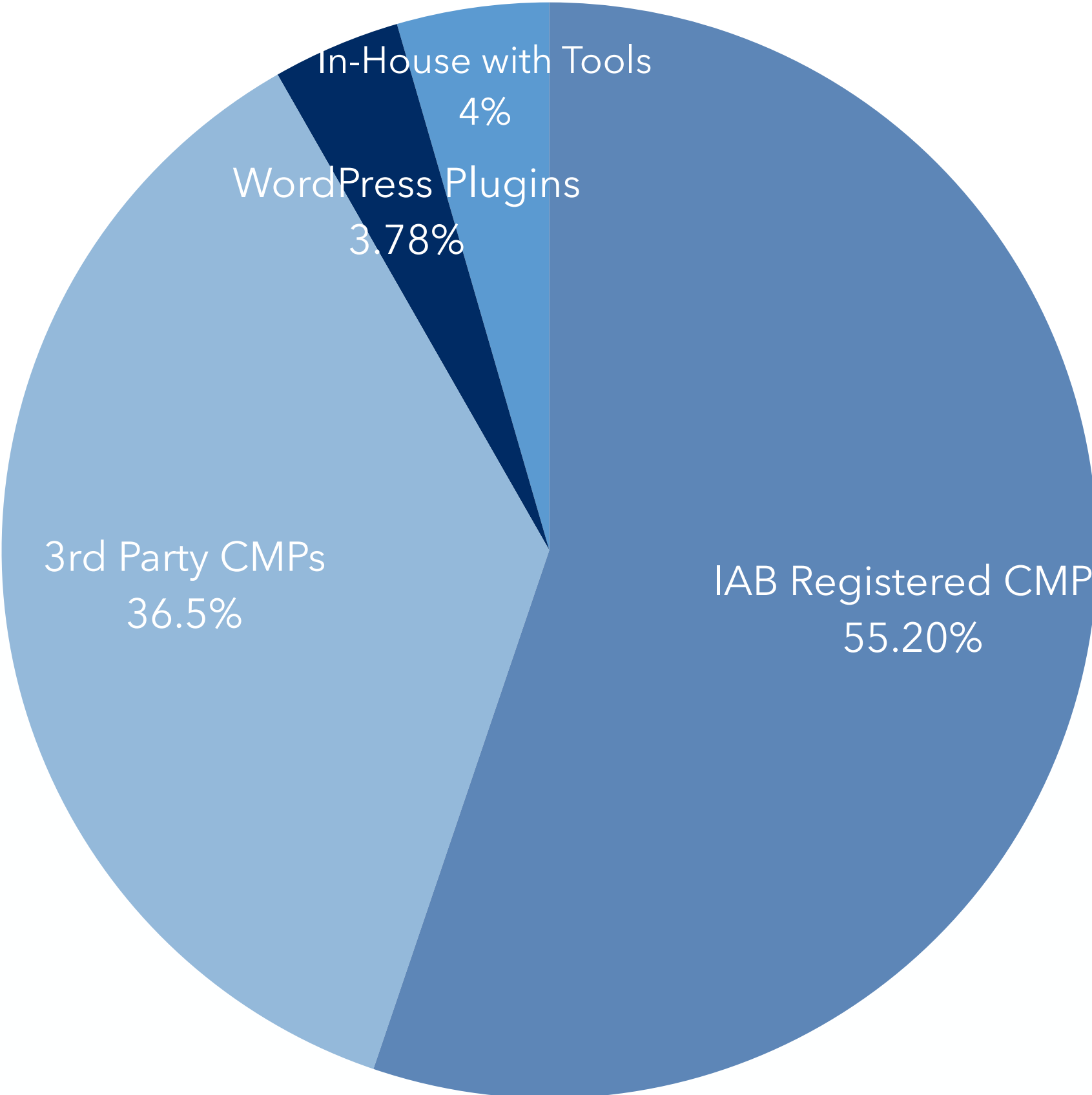
Consent Tool by Type - UK



Consent Tool by Type - US Publishers



Consent Tool by Type - UK Publishers



Top 30 CMPs - US

Vendor	Sept	Oct	Change
Cookie Consent by Insites	324	333	3%
Quantcast	163	165	1%
Evidon	136	135	-1%
TrustArc	122	131	7%
OneTrust	114	126	11%
Cookiebot	66	67	2%
Curse Digital Media	40	43	8%
Adthrive/CafeMedia	39	41	5%
Venatus Media	31	36	16%
In-House with Vendorlist	31	34	10%
UK Cookie Consent by Catapult	26	27	4%
Oath	26	26	0%
Google Funding Choices	21	24	14%
Tealium Consent Manager	21	23	10%
Cookie Notice by dFactory	20	20	0%

Vendor	Sept	Oct	Change
Sortable	15	17	13%
Snigel Web	16	16	0%
Iubenda	15	16	7%
GG Software	14	16	14%
GDPR Cookie Consent by Webtoffee	14	13	-7%
Admiral	13	13	0%
CivicUK	13	13	0%
Conversant	11	12	9%
Purch	11	12	9%
In-House with AppNexus	14	11	-21%
Ezoic	10	10	0%
Network N	9	8	-11%
RTK	6	8	33%
Cookie Notice by Pebblebed	7	7	0%
MonetizeMore	7	7	0%

Remaining CMPs - US

Vendor	Oct
Didomi	7
Mediavine	7
Sovrn	7
AppNexus CMP	7
Playwire Media	7
ZeroID	7
StreamAMP	5
Cookie Script	4
Cookie Info by Daniel Paul	4
Dorkabod	3
Cookiebar by Missing Code	3
In-House with Axel Springer	3
BlueConic	3
Smart Adserver	3
Prisa	3

Vendor	Oct
ShareThis	3
LIQWID	2
Cookie Info Script Solution	2
EU Cookie Law by Alex Moss	2
Global Radio Services	2
Google Cookie Choices	2
TagCommander	2
Sourcepoint	2

Top 30 CMPs - UK

Vendor	Sept	Oct	Change
Cookie Consent by Insites	439	442	1%
Quantcast	201	208	3%
Evidon	147	144	-2%
OneTrust	114	120	5%
TrustArc	92	97	5%
Cookiebot	62	64	3%
In-House with AppNexus	60	55	-8%
Sourcepoint	31	38	23%
Venatus Media	36	34	-6%
Oath	33	34	3%
Curse Digital Media	31	33	6%
UK CC by Catapult	29	33	14%
CivicUK	31	31	0%
Tealium Consent Manager	24	27	13%
Cookie Notice by dFactory	20	23	15%

Vendor	Sept	Oct	Change
Cookiebar by Missing Code	22	22	0%
Google Funding Choices	18	20	11%
Sovrn	20	18	-10%
Webtoffee	18	16	-11%
Sortable	14	16	14%
Snigel Web	15	15	0%
Cookie Script	14	15	7%
StreamAMP	14	15	7%
GG Software	11	14	27%
Google Cookie Choices	13	13	0%
Iubenda	13	13	0%
TagCommander	11	13	18%
Purch	11	12	9%
Admiral	11	11	0%
Conversant	10	10	0%

Remaining CMPs - UK

Vendor	Oct
Clickio	9
Didomi	9
Ezoic	9
Network N	8
CookieCuttr	8
Global Radio Services	8
Implied Consent	8
Dorkabod	7
Cookie Info Script Solution	7
Adthrive/CafeMedia	7
In-House with Axel Springer	6
NetInfo	6
MonetizeMore	6
Cookie Notice by Pebblebed	5
Wimagguc	5

Vendor	Oct
ZeroID	5
Agora	4
Dreamlab	4
Cookie Info by Daniel Paul	3
CC Cookie Consent by WebPositive	2
Chandago	2
Cookie Trust Working Group	2
cookieBAR by Toscano	2
EU Cookie Law by Alex Moss	2
OneTag	2
WF Cookie Consent by Wunderfarm	2
AppNexus CMP	2
Mediavine	2

AppNexus Open-Source CMP

328

of sites the code is in

13.9%

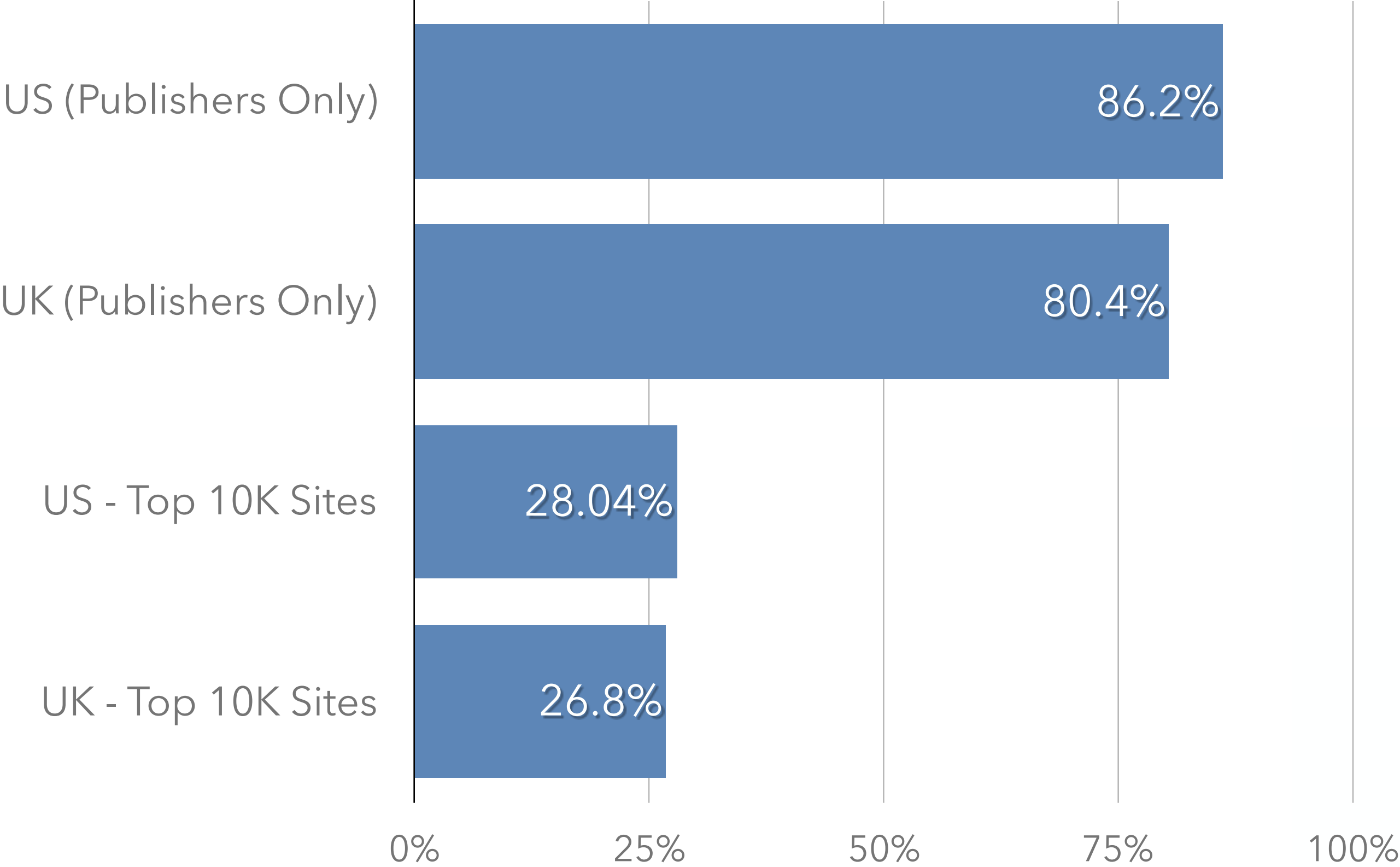
% of CMPs that use it

Ads.txt Tracker

Methodology

- This looks at the Top 10K US and Top 10K UK site lists according to Alexa's Top Sites API (updated every 3-4 months. Last: July '18)
- We use a scraper that looks for “{{site}}/ads.txt” files and pulls in the rows
- For the 'publisher' filter, we look just at sites that do programmatic advertising, which we identified by analyzing what sites were pinging AdSense or an ad exchange, using an IAB CMP, or hosting an ads.txt file

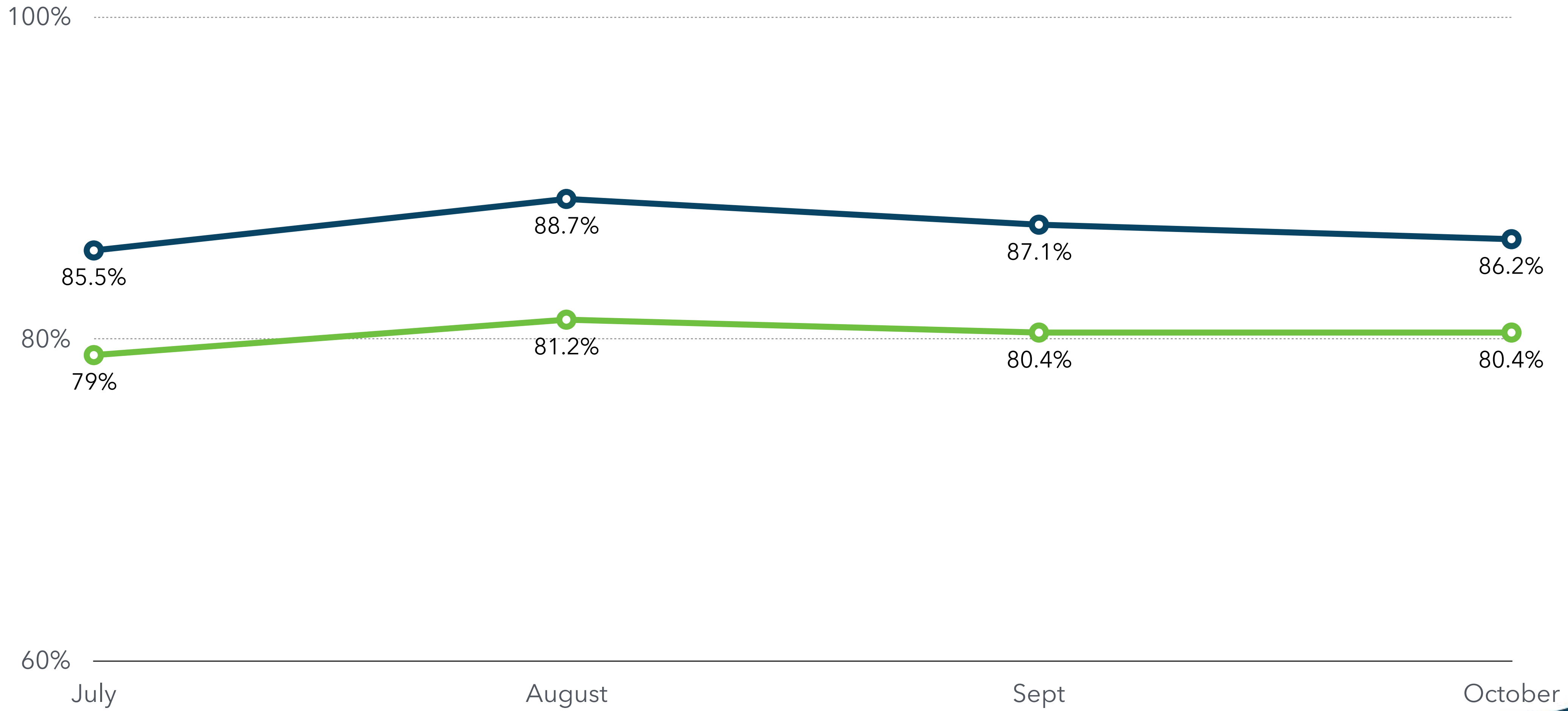
Ads.txt Adoption by Geo



Vendor	July	August	Sept	Oct	% Change
US (Pubs Only)	85.5%	88.7%	87.1%	86.2%	-1.03%
UK (Pubs Only)	79%	81.2%	80.4%	80.4%	0.00%
US All	25.6%	26.5%	27.6%	28%	1.45%
UK All	24.9%	25.6%	26.3%	26.8%	1.90%

“Publishers only” filters the list to just sites that show programmatic ads

CMP adoption over time - Publishers



Top 30 Direct Sellers - US

Vendor	Sept	Oct	% Change	% of Files
Google	2544	2584	1.57%	93%
AppNexus	1755	1820	3.70%	65%
Rubicon Project	1674	1720	2.75%	62%
OpenX	1627	1684	3.50%	60%
Index Exchange	1586	1654	4.29%	59%
DistrictM	1365	1406	3.00%	50%
Oath/AOL	1330	1384	4.06%	50%
Sovrn	1319	1332	0.99%	48%
Amazon	1156	1220	5.54%	44%
Pubmatic	966	1052	8.90%	38%
RhythmOne	951	1039	9.25%	37%
bRealTime	909	932	2.53%	33%
Teads.tv	720	766	6.39%	27%
GumGum	691	766	10.85%	27%
PulsePoint	712	750	5.34%	27%

Vendor	Sept	Oct	% Change	% of Files
TripleLift	624	670	7.37%	24%
SpotXchange	600	657	9.50%	24%
33Across	526	614	16.73%	22%
Conversant	556	572	2.88%	21%
Sharethrough	563	561	-0.36%	20%
Sonobi	515	544	5.63%	20%
Outbrain	513	539	5.07%	19%
Criteo	456	526	15.35%	19%
Telaria	507	520	2.56%	19%
Taboola	498	511	2.61%	18%
Exponential	497	481	-3.22%	17%
Cox Media	433	478	10.39%	17%
Media.net	468	470	0.43%	17%
Undertone	385	447	16.10%	16%
FreeWheel Media	351	438	24.79%	16%

Next 30 Direct Sellers - US

Vendor	Sept	Oct	% Change	% of Files
Brightcom	415	424	2.17%	15%
SpringServe	340	422	24.12%	15%
TribalFusion	438	421	-3.88%	15%
LKQD	389	417	7.20%	15%
Connatix	384	403	4.95%	14%
Nativo	372	392	5.38%	14%
Sekindo	363	391	7.71%	14%
YieldMo	358	374	4.47%	13%
LivelIntent	359	370	3.06%	13%
Synacor	264	337	27.65%	12%
Beachfront Media	306	336	9.80%	12%
Kargo	258	293	13.57%	11%
AdYouLike	226	255	12.83%	9%
Smaato	255	247	-3.14%	9%
Improve Digital	199	230	15.58%	8%

Vendor	Sept	Oct	% Change	% of Files
Fyber	216	225	4.17%	8%
Facebook	229	218	-4.80%	8%
RevContent	214	210	-1.87%	8%
AnyClip Media	199	209	5.03%	7%
TrustX	203	204	0.49%	7%
Carambola	213	201	-5.63%	7%
Unruly Media	184	196	6.52%	7%
Smart Adserver	161	196	21.74%	7%
SteamRail	165	189	14.55%	7%
Somo Audience	88	166	88.64%	6%
LoopMe	139	163	17.27%	6%
Distroscale	142	149	4.93%	5%
AerServ	155	148	-4.52%	5%
Imonomy	155	148	-4.52%	5%
LockerDome	140	148	5.71%	5%

Top 30 Direct Sellers - UK

Vendor	Sept	Oct	% Change	% of Files
Google	2366	2405	1.65%	90%
AppNexus	1355	1440	6.27%	54%
Rubicon Project	1355	1425	5.17%	54%
Index Exchange	1247	1323	6.09%	50%
OpenX	1255	1319	5.10%	50%
Sovrn	1015	1058	4.24%	40%
DistrictM	976	1014	3.89%	38%
Oath/AOL	928	961	3.56%	36%
Pubmatic	859	941	9.55%	35%
Amazon	779	814	4.49%	31%
Teads.tv	729	781	7.13%	29%
RhythmOne	644	683	6.06%	26%
bRealTime	646	674	4.33%	25%
PulsePoint	633	660	4.27%	25%
GumGum	499	606	21.44%	23%

Vendor	Sept	Oct	% Change	% of Files
33Across	443	513	15.80%	19%
SpotXchange	470	506	7.66%	19%
Taboola	433	452	4.39%	17%
Criteo	357	440	23.25%	17%
Outbrain	404	438	8.42%	16%
TripleLift	416	435	4.57%	16%
Telaria	408	412	0.98%	15%
Conversant	376	401	6.65%	15%
Sharethrough	394	399	1.27%	15%
AdYouLike	352	378	7.39%	14%
Exponential	375	369	-1.60%	14%
TribalFusion	354	347	-1.98%	13%
Sonobi	317	346	9.15%	13%
Brightcom	325	339	4.31%	13%
Undertone	304	321	5.59%	12%

Next 30 Direct Sellers - UK

Vendor	Sept	Oct	% Change	% of Files
LKQD	281	313	11.39%	12%
FreeWheel Media	246	309	25.61%	12%
SpringServe	235	297	26.38%	11%
Cox Media	261	288	10.34%	11%
Media.net	284	287	1.06%	11%
LoopMe	242	266	9.92%	10%
Improve Digital	228	258	13.16%	10%
Sekindo	240	253	5.42%	10%
Kargo	225	248	10.22%	9%
Beachfront Media	221	245	10.86%	9%
Adform	220	232	5.45%	9%
Connatix	205	221	7.80%	8%
Livelihood	206	215	4.37%	8%
Unruly Media	187	203	8.56%	8%
Smaato	208	201	-3.37%	8%

Vendor	Sept	Oct	% Change	% of Files
Nativo	186	198	6.45%	7%
Smart Adserver	167	190	13.77%	7%
Synacor	139	189	35.97%	7%
YieldMo	179	186	3.91%	7%
RevContent	175	176	0.57%	7%
AnyClip Media	168	170	1.19%	6%
Switch Concepts	167	169	1.20%	6%
Fyber	154	167	8.44%	6%
SteamRail	152	165	8.55%	6%
Facebook	165	160	-3.03%	6%
Somo Audience	100	153	53.00%	6%
Carambola	150	143	-4.67%	5%
SmartClip	137	138	0.73%	5%
TrustX	120	123	2.50%	5%
ConnectAd	96	122	27.08%	5%

Top 30 Resellers - US

Vendor	Sept	Oct	% Change	% of Files
AppNexus	2202	2233	1.41%	80%
OpenX	2064	2136	3.49%	76%
Google	2106	2127	1.00%	76%
Pubmatic	1974	2013	1.98%	72%
Index Exchange	1960	1989	1.48%	71%
Rubicon Project	1876	1959	4.42%	70%
Oath/AOL	1852	1884	1.73%	67%
SpotXchange	1803	1849	2.55%	66%
PulsePoint	1741	1750	0.52%	62%
Telaria	1550	1602	3.35%	57%
FreeWheel Media	1454	1495	2.82%	53%
LKQD	1326	1402	5.73%	50%
Sovrn	1216	1264	3.95%	45%
Cox Media	1087	1214	11.68%	43%
Fyber	1190	1192	0.17%	42%

Vendor	Sept	Oct	% Change	% of Files
DistrictM	1041	1177	13.06%	42%
GumGum	1126	1171	4.00%	42%
Smart Adserver	1189	1170	-1.60%	42%
Improve Digital	1049	1082	3.15%	39%
RhythmOne	1008	1077	6.85%	38%
bRealTime	976	1011	3.59%	36%
Beachfront Media	849	915	7.77%	33%
Adform	800	871	8.88%	31%
SpringServe	748	809	8.16%	29%
33Across	784	804	2.55%	29%
Criteo	782	783	0.13%	28%
Synacor	760	736	-3.16%	26%
Sonobi	690	711	3.04%	25%
Amazon	715	707	-1.12%	25%
Taboola	650	691	6.31%	25%

Next 30 Resellers - US

Vendor	Sept	Oct	% Change	% of Files
Outbrain	588	633	7.65%	23%
Smaato	522	554	6.13%	20%
BrightRoll	418	475	13.64%	17%
Conversant	451	445	-1.33%	16%
C1Exchange	473	438	-7.40%	16%
YieldBot	296	426	43.92%	15%
RevContent	395	418	5.82%	15%
TidalTV	419	415	-0.95%	15%
Somo Audience	314	405	28.98%	14%
Verta Media	369	399	8.13%	14%
Teads.tv	360	379	5.28%	14%
BidTellec	339	372	9.73%	13%
UCFunnel	255	343	34.51%	12%
RockYou	260	342	31.54%	12%
NativeAds	291	327	12.37%	12%

Vendor	Sept	Oct	% Change	% of Files
AdYouLike	330	325	-1.52%	12%
Optimatic	321	303	-5.61%	11%
Sharethrough	281	296	5.34%	11%
Vindico Suite	176	296	68.18%	11%
Cedato	296	294	-0.68%	10%
SmartClip	241	293	21.58%	10%
YieldLab	224	268	19.64%	10%
Video Intelligence	260	265	1.92%	9%
SteamRail	168	211	25.60%	8%
PilotX	102	202	98.04%	7%
BidFluence	210	197	-6.19%	7%
Sekindo	199	195	-2.01%	7%
MobFox	180	191	6.11%	7%
Media.net	188	188	0.00%	7%
Veuhub	151	186	23.18%	7%

Top 30 Resellers - UK

Vendor	Sept	Oct	% Change	% of Files
AppNexus	1963	2007	2.24%	75%
Google	1912	1954	2.20%	73%
OpenX	1833	1901	3.71%	71%
Pubmatic	1738	1790	2.99%	67%
Rubicon Project	1714	1783	4.03%	66%
Index Exchange	1691	1726	2.07%	64%
Oath/AOL	1597	1649	3.26%	61%
PulsePoint	1609	1640	1.93%	61%
SpotXchange	1535	1590	3.58%	59%
Telaria	1312	1368	4.27%	51%
FreeWheel Media	1326	1357	2.34%	51%
Smart Adserver	1235	1246	0.89%	46%
Sovrn	1184	1232	4.05%	46%
LKQD	1118	1174	5.01%	44%
Improve Digital	1043	1079	3.45%	40%

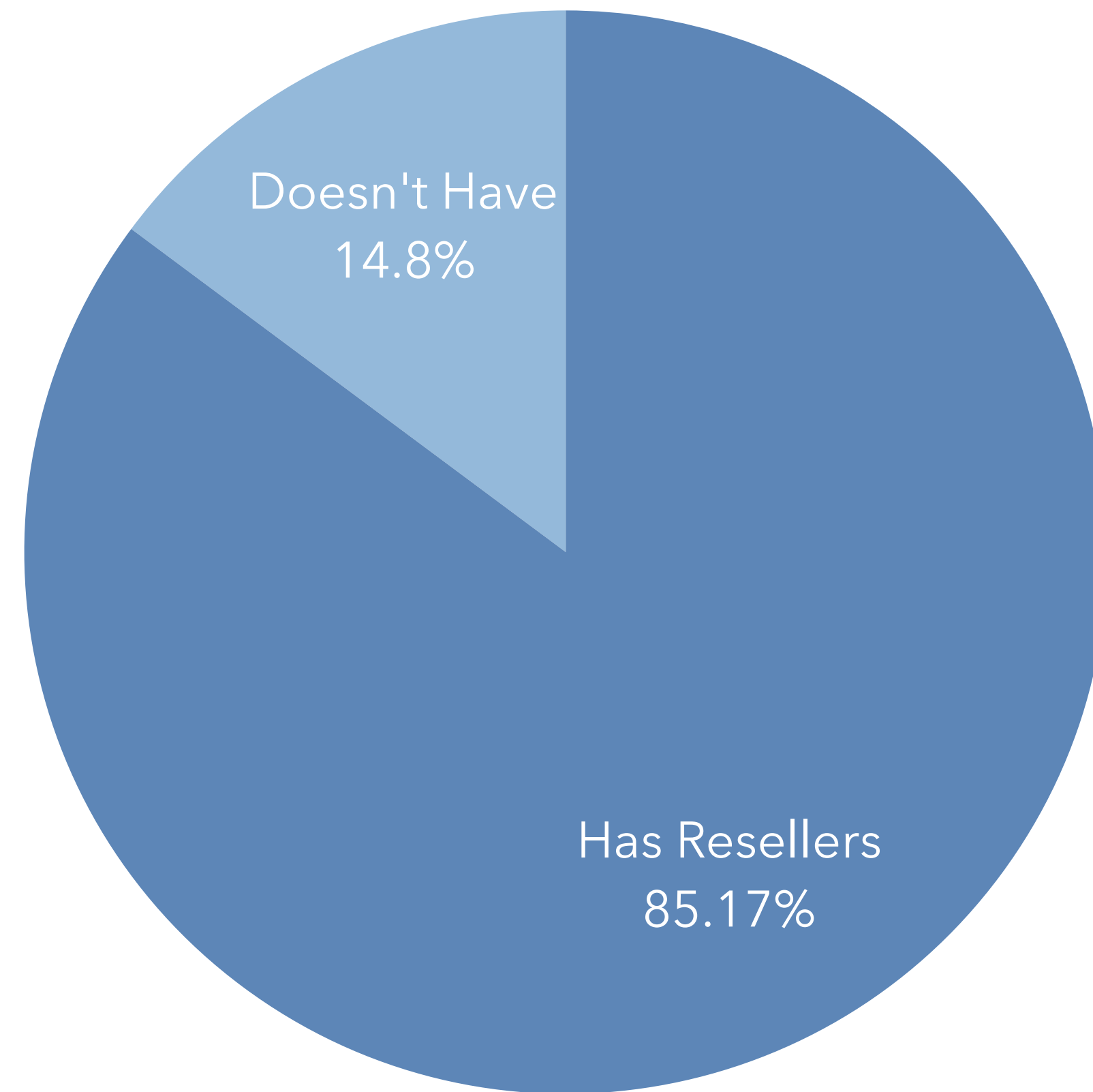
Vendor	Sept	Oct	% Change	% of Files
Fyber	1042	1054	1.15%	39%
GumGum	993	1049	5.64%	39%
Adform	879	950	8.08%	35%
Cox Media	830	946	13.98%	35%
DistrictM	796	917	15.20%	34%
RhythmOne	815	887	8.83%	33%
bRealTime	833	886	6.36%	33%
Beachfront Media	722	787	9.00%	29%
Criteo	712	726	1.97%	27%
33Across	628	695	10.67%	26%
SpringServe	593	638	7.59%	24%
Taboola	578	638	10.38%	24%
Amazon	627	624	-0.48%	23%
Sonobi	515	560	8.74%	21%
Synacor	554	556	0.36%	21%

Next 30 Resellers - UK

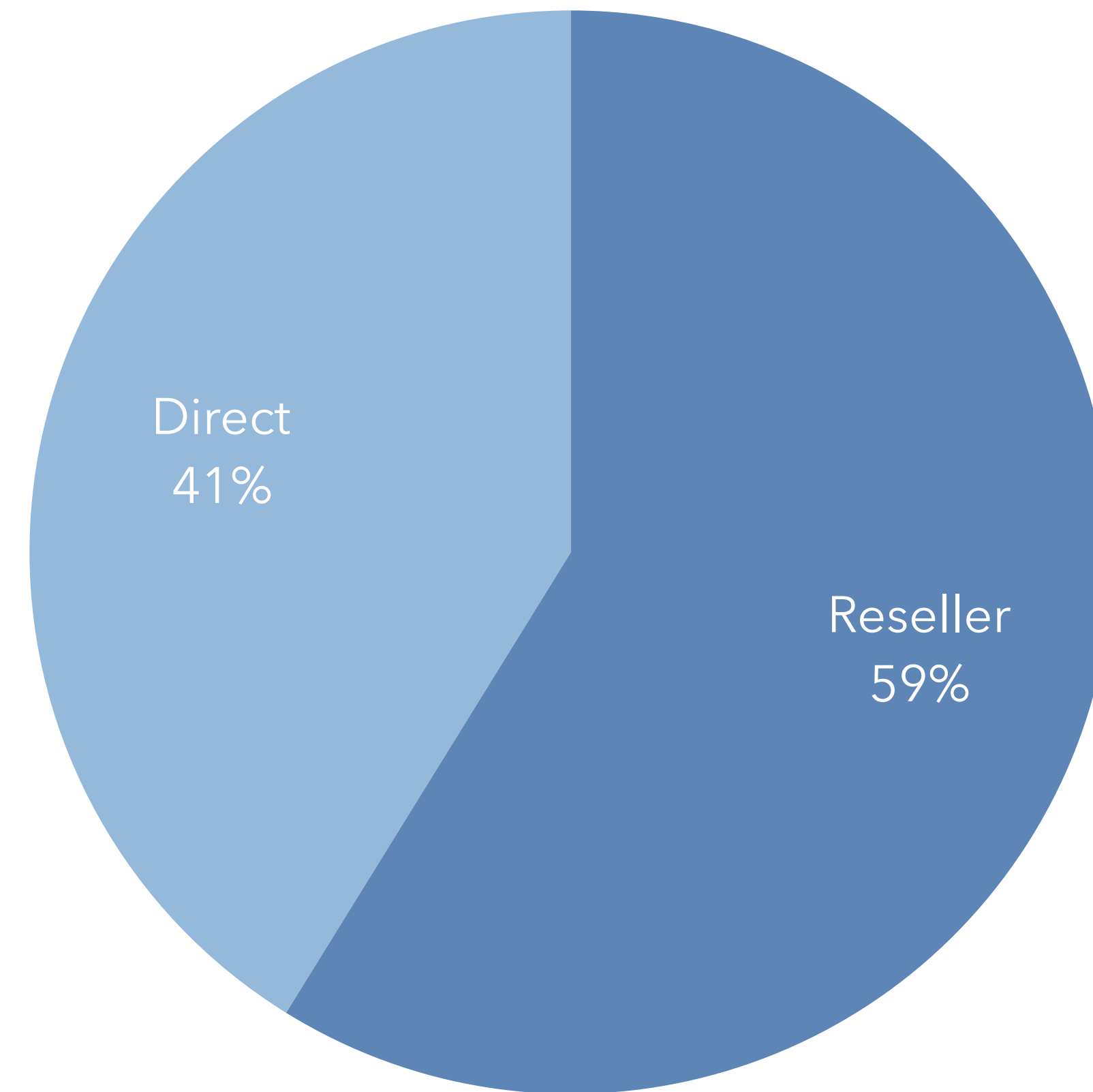
Vendor	Sept	Oct	% Change	% of Files
Outbrain	445	496	11.46%	18%
Smaato	440	476	8.18%	18%
Teads.tv	393	422	7.38%	16%
Conversant	411	417	1.46%	16%
BrightRoll	327	381	16.51%	14%
TidalTV	376	374	-0.53%	14%
RevContent	319	348	9.09%	13%
BidTellec	300	336	12.00%	13%
C1Exchange	347	332	-4.32%	12%
Cedato	314	326	3.82%	12%
Experian	296	322	8.78%	12%
AdYouLike	303	314	3.63%	12%
Somo Audience	247	313	26.72%	12%
Verta Media	278	309	11.15%	12%
NativeAds	253	308	21.74%	11%

Vendor	Sept	Oct	% Change	% of Files
YieldBot	209	300	43.54%	11%
SmartClip	256	291	13.67%	11%
Quantcast	212	253	19.34%	9%
SSPHWY	207	251	21.26%	9%
Optimatic	248	247	-0.40%	9%
Sharethrough	223	234	4.93%	9%
Video Intelligence	230	232	0.87%	9%
UCFunnel	155	222	43.23%	8%
WideOrbit	199	202	1.51%	8%
Yume	195	193	-1.03%	7%
YieldLab	167	187	11.98%	7%
MobFox	144	187	29.86%	7%
RockYou	128	186	45.31%	7%
theAgency	124	177	42.74%	7%
SteamRail	153	176	15.03%	7%

Direct vs Reseller



Total Ads.txt files with resellers (n=3973 total sites)



Breakdown of direct vs reseller rows (n=131,220 unique rows)

Avg Rows by Type

13.6

Avg # of Direct rows
per Ads.txt file

19.6

Avg # of Reseller rows
per Ads.txt file



CONTACT ADZERK

Adzerk is a suite of APIs that enable e-retailers, publishers, and networks to build and scale their own ad server. Our flexible platform makes it easy to add sponsored listings, native ads, and any custom ad format (such as sponsored maps, promoted events, stitched podcast ads, and more) to your site or app.

You can learn more at <https://adzerk.com>, or reach out to sales@adzerk.com