

# Digital Metrics, Companies Accredited by MRC

Based on MRC accredited digital properties as of 1/13/21

(d = desktop; mw = mobile web; ma = mobile in-application; OTT = connected video)

<b>Ad Centric:</b>	<b>User Centric:</b>
<p><b>Rendered Ad Impressions—Display:</b> Adform (d, mw, ma), Adloox (d, mw), CHEQ (d, mw), comScore vCE-Validation (d, mw, ma), Conversant (d, mw, ma), DoubleVerify (d, mw, ma, OTT), Facebook Ads (d, mw, ma), Flashtalking (d, mw, ma), FreeWheel (d, mw, ma), Google 360 (d, mw, ma), Google Campaign Manager (d, mw, ma), Google Ad Manager (d, mw, ma), Hulu (d, ma, OTT), Innovid (d, mw, ma), Instagram Ads (mw, ma), Integral Ad Science (d, mw, ma), Meetrics (d, mw, ma), Method MI (d, mw, ma), Moat (d, mw, ma), Picalate (d, mw, ma), Protected Media (d, mw, ma), Sizmek SAS (d, mw, ma)</p> <p><b>Rendered Ad Impressions—Video:</b> Adform (d, mw, ma), Adloox (d, mw), CHEQ (d, mw), comScore vCE-Validation (d, mw, ma), Conversant (d, mw, ma), DoubleVerify (d, mw, ma, OTT), Extreme Reach (d, mw), FreeWheel (d, mw, ma, OTT), Google 360 (d, mw, ma), Google Ads (d, mw, ma), Google Campaign Manager (d, mw, ma), Google Ad Manager (d, mw, ma), Google YouTube Reserve (d, mw, ma), Hulu (d, ma, OTT), Innovid (d, mw, ma, OTT), Integral Ad Science (d, mw, ma), Meetrics (d, mw, ma), Moat (d, mw, ma), Picalate (d, mw, ma, OTT), Protected Media (d, mw, ma, OTT), Sizmek SAS (d, mw, ma)</p> <p><b>Rendered Ad Impressions—Rich Media:</b> Flashtalking (d, mw, ma), Google 360 (d, mw, ma), Google Campaign Manager (d, mw, ma), Google Ad Manager (d, mw, ma), Hulu (d, ma, OTT), Sizmek SAS (d, mw, ma)</p> <p><b>Clicks:</b> CHEQ (d, mw), Google 360 (d, mw, ma), Google Ads (d, mw, ma), Google Campaign Manager (d, mw, ma), Microsoft Bing (d, mw), Sizmek SAS (d, mw, ma)</p> <p><b>Viewable Display Ad Impressions*:</b> Adform (d, mw, ma), Adloox (d, mw), CHEQ (d, mw), comScore vCE-Validation (d, mw, ma), DoubleVerify (d, mw, ma), Flashtalking (d, mw), Google 360 (d, mw, ma), Google Campaign Manager (d, mw, ma), Google Ad Manager, (d, mw, ma), Integral Ad Science (d, mw, ma), Meetrics (d, mw), Moat (d, mw, ma), Picalate (d, mw, ma), Sizmek SAS (d)</p> <p><b>Viewable Video Ad Impressions*:</b> Adform (d, mw, ma), Adloox (d, mw), CHEQ (d, mw), comScore vCE-Validation (d, mw, ma), DoubleVerify (d, mw, ma), Google 360 (d, mw, ma), Google Ads (d, mw, ma), Google Campaign Manager (d, mw, ma), Google Ad Manager, (d, mw, ma), Google YouTube Reserve (d, mw, ma), Innovid (d, mw, ma), Integral Ad Science (d, mw, ma), Meetrics (d, mw), Moat (d, mw, ma), Sizmek SAS (d)</p> <p><b>Sophisticated Invalid Traffic Detection/Filtration</b> Adloox (d, mw), comScore (d, mw, ma), CHEQ (d, mw), DoubleVerify (d, mw, ma, OTT), Google Ads (d, mw, ma), Google Campaign Manager (d, mw), Google YouTube Reserve (d, mw, ma), Integral Ad Science (d, mw, ma), Meetrics (d, mw), Microsoft Bing (d, mw), Moat (d, mw, ma), Picalate (d, mw, ma, OTT), Protected Media (d, mw, ma, OTT), White Ops Pre-Bid (MediaGuard)/Post-Bid (Fraud Sensor) (d, mw, ma)</p> <p><b>Property-Level Ad Verification Processes:</b> CHEQ (d, mw), comScore vCE-Validation, DoubleVerify, Integral Ad Science, Oracle Contextual Intelligence (Grapeshot)</p> <p><b>Other</b> Foursquare (formerly Placed) visits data set Picalate, various SSAI Tracked Ads metrics (d, mw, ma, OTT)</p>	<p><b>Unique Cookies:</b> Sizmek SAS (d)</p> <p><b>Unique Users:</b> comScore vCE-Audience 2.0 (d)</p> <p><b>GRPs:</b> comScore vCE-Audience 2.0 (desktop display and video viewable impression-based GRP for age/gender demo breaks)</p>

**Ad Centric:** Focused on counts related to ad delivery and interactions

**User Centric:** Focused on the activity of internet users and their exposure to ads or content.

\* Accreditation for Viewable Impressions includes accreditation for required viewability related metrics.