

Background: This chart represents the status of large digital platforms (social and retail media) as requested by MRC's members against key areas of MRC auditing beyond base counting. Additional digital platforms may be added in the future.

LEGEND:			DW = Desktop Web MW = Mobile Web MA = Mobile In-App CTV= Connected TV					Updated: 4/17/2026		
Accredited across all possible platforms										
Accredited across specific platforms, as outlined										
In accreditation process. Not yet accredited										
Not accredited nor in-process										
Pinterest	Pinterest Ads Manager	Standard Pin			DW, MW, MA					
		Carousel Pin (Display Only)			DW, MA					
		Shopping (Product) Pin (Display Only)			DW, MW, MA					
		Collections Pin (Display Only)			MA					
		Quiz Ads (Display Only)			MA					
		Showcase Ads (Display Only)			MA					
		Lead Ads								
		Local Inventory Ads								
		Collage Ads								
		Video Ads								
		Idea Pin								
		Premier Spotlight Ads								
Snap	Snap Ads Manager	Snap Ads (inclusive of commercials)	MA							
		Story Ads								
		Collection Ads								
		Lenses								
Walmart	Sponsored Search	Sponsored Brands Display								
		Sponsored Products Display								
		Sponsored Video								
	Onsite Display		DW, MW, MA							
		Other placement types not listed above								
				DoubleVerify's measurement and reporting of Video ads served to TikTok - MA						
TikTok	TikTok Platform	All placement types								
X	X	All inventory types	Platform Not in MRC Audit							

NOTE: This chart is not reflective of each digital platforms' full accreditation scope, it only relates to the 5 core areas specified. To better understand each platforms full accreditation scope, please reference the accreditation letter linked below each service on the MRC website.

*Languages: Arabic, Hindi, Marathi, Tamil, Assamese, Italian, Oriya (Odia), Telugu, Bengali, Indonesian, Polish, Thai, Bhojpuri, Japanese, Portuguese, Turkish, Dutch, Kannada, Punjabi, Ukrainian, English, Khmer, Romanian, Urdu, French, Korean, Russian, Vietnamese, German, Malay, Spanish, Gujarati, Malayalam, Swedish, Hebrew, Mandarin, Tagalog

**Languages: English and Spanish

^DV, and IAS both accredited

^^YouTube brand safety excludes live stream and embedded videos

^Amazon Sponsored Products includes display/search ads only (no video) for clicks (gross, net of GIVT & SIVT)