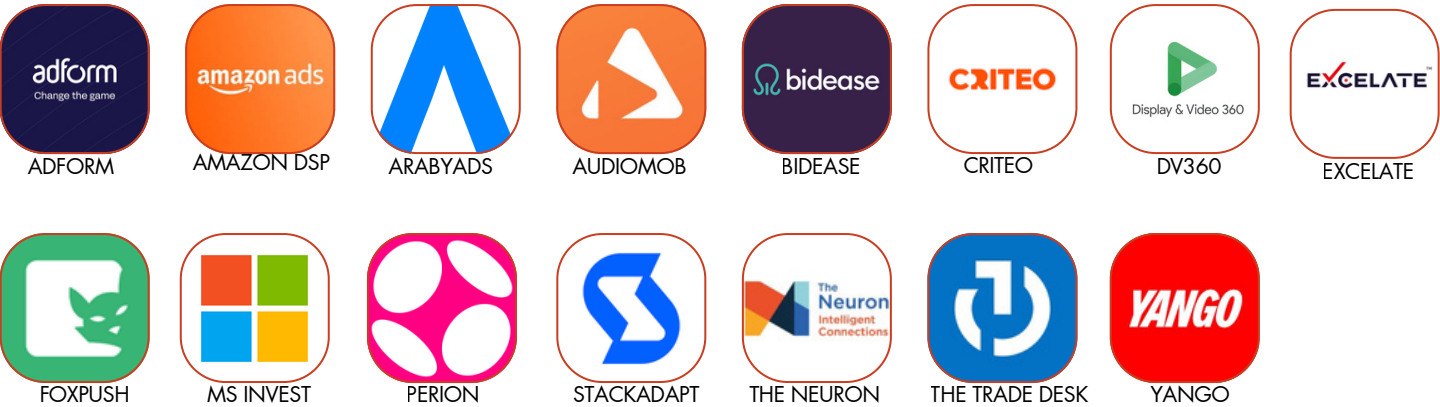# MENA BUY-SIDE & SELL-SIDE ADTECH ECOSCAPE

DSP - DEMAND SIDE PLATFORMS
Self serve platforms that facilitate media planning and buying linked directly to SSPs

ADFORM · AMAZON DSP · ARABYADS · AUDIOMOB · BIDEASE · CRITEO · DV360 · EXCELATE

FOXPUSH · MS INVEST · PERION · STACKADAPT · THE NEURON · THE TRADE DESK · YANGO

AD QUALITY TOOLS
Tech solutions for verification, brand safety, brand suitability & viewability measurement

CHANNEL FACTORY · DOUBLEVERIFY

IAS · MFILTERIT · TRAFFIC GUARD
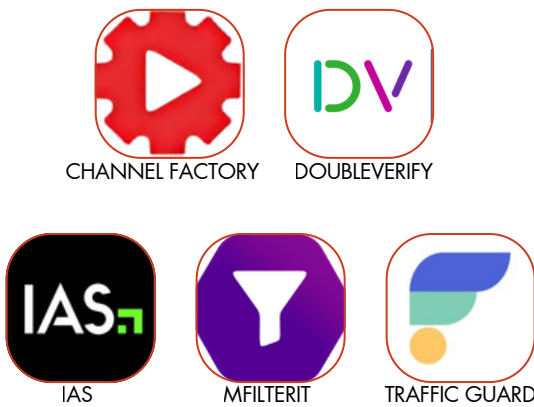
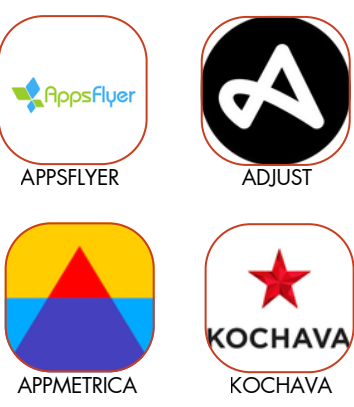## SOCIAL PERFORMANCE PLATFORMS
Helps advertisers schedule, automate & optimise spends on social platforms using proprietary algorithms

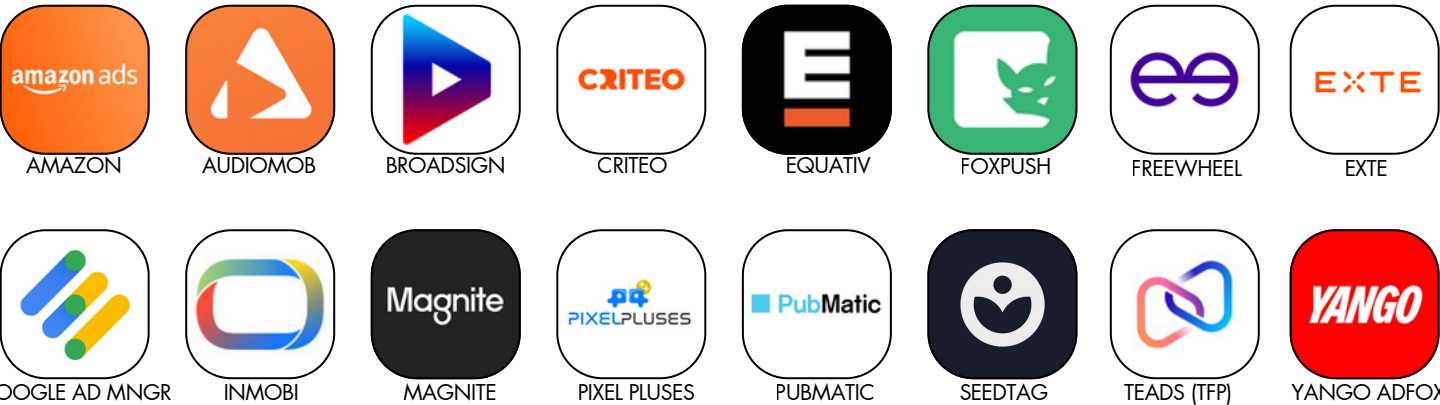EMPLIFI · OPTIMISEAPP · ROIHUNTER · SMARTLY

SPRINKLR · STRETCH · VIDTECH · WISEBLUE
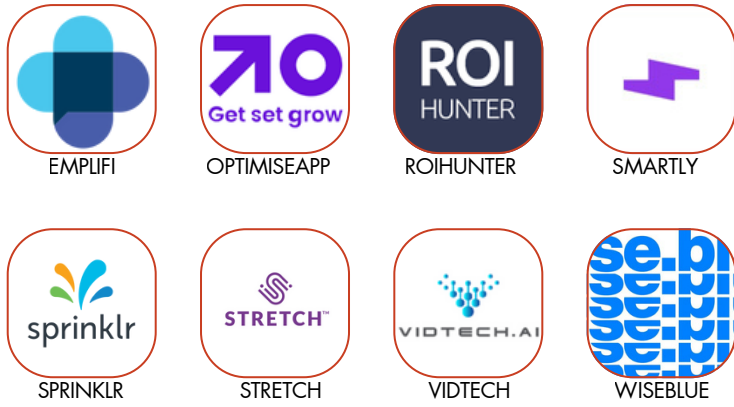
MOBILE ATTRIBUTION & MEASUREMENT
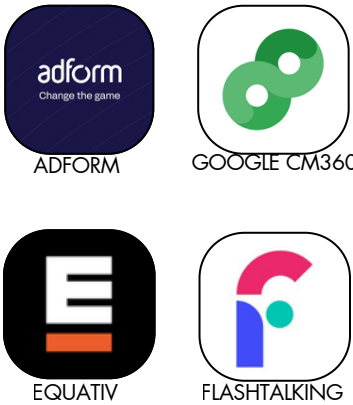Helps gather campaign data & analyze effectiveness

APPSFLYER · ADJUST

APPMETRICA · KOCHAVA

SSP - SUPPLY SIDE PLATFORMS
A technology platform that helps publishers manage their inventory in real time

AMAZON · AUDIOMOB · BROADSIGN · CRITEO · EQUATIV · FOXPUSH · FREEWHEEL · EXTE

GOOGLE AD MNGR · INMOBI · MAGNITE · PIXEL PLUSES · PUBMATIC · SEEDTAG · TEADS (TFP) · YANGO ADFOX

ADSERVERS
Centralized ad management that decides which ads to serve

ADFORM · GOOGLE CM360

EQUATIV · FLASHTALKING

ADEXCHANGES
A virtual marketplace where publishers and advertisers trade digital ad delivery

ADFORM · BIDSCUBE · EQUATIV · EXTE · GOOGLE · HIVESTACK · HUAWEI

INMOBI · LEMMA · MAGNITE · SEEDTAG · TABOOLA · TEADS
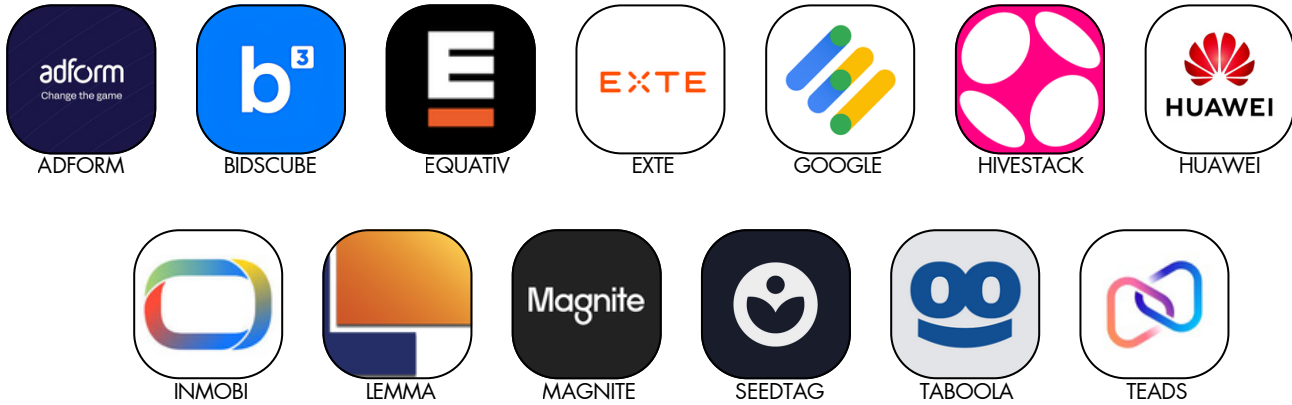
ADNETWORKS
An intermediary who connects publishers with advertisers, offering a single buying opportunity to advertisers

ADARABIA · ADFALCON · ADLIVE · ADINTOP · ADSCHOLARS · ALEPH · ANDBEYOND · ARABCLICKS · ARABYADS · BIGO · BLIS · DIGIMOTIVE · DIGITAL TREE · DIGITAL VENTURE · DMS · EXTE · FUTURETECH · GOOGLE DISPLAY · INVIBES

MADDICT · MEDIATRONIC · MEMOB · MIQ · MMP NEO · NEXT BROADCAST · PLATFORMANCE · PROJECT AGORA · PROMOFIX · REACH · RMS DIGITAL · SMC · SEEDTAG · SILVERPUSH · SMARTIFAI · SOJERN · VDX.TV · YANGO · YAZLE

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