

# MAPA DE LA PUBLICIDAD PROGRAMÁTICA EN ESPAÑA. 2020

www.programmatic-spain.com

## FORMACIÓN, ASOCIACIONES, PRENSA, ...

<ISDI> The Valley Adhoc Academy SKILLER thecookieafterwork MMA SPAIN iab MK ASOCIACIÓN DE MARKETING DE ESPAÑA PROGRAMA TIC marketingdirecto.com LAPUBLICIDAD IPMARK DC MARKETING ECOMMERCE ctrl ReasonWhy.

## DATA MANAGEMENT PLATFORM (DMP), DATA EXCHANGE, PROVEEDORES DE DATA

LOTAME weborama experian DatMean ZEOTAP salesforce audience studio EULERIAN INFINIA ORACLE DelidataX TEALUM

LADO ANUNCIANTE

LADO PUBLISHER

### AGENCIAS

OMG HAVAS GROUP WPP  
dentsu AEGIS network PUBLICIS GROUPE Accenture Interactive IPGMB

### TRADING DESK DE AGENCIA

Amplifi X AXIS havas programmatic hub CADREON

### DSP's

MediaMath TAP TAP theTradeDesk  
xandr S4M Roku smadex by Headway acuity APPRECIATE MEDIASMART an affle company

### TRADING DESK INDEPENDIENTE

BMIND adbibo REBOL sociomantic TradeSpotting placebo. INDEX EXCHANGE adgravity TARGETOPIA AdQuiver Ve

### FULLSTACK

Google Marketing Platform  
adform Adobe AppNexus amazon media group smartyads IMPROVE DIGITAL ADMIXER WIDESPACER

### SSP's

smart+ rubicon PROJECT smaato InMOBI OpenX mopub SOVRN OOOYALA Verizon Media SSP PubMatic

### PUBLISHERS SALES HOUSE

GRUPO ZETA PRISA BRAND SOLUTIONS RBA  
Unidad Editorial Adevinta grupoGodó HEARST CONDÉ NAST expedia group media solutions MEDIASET España. vocento ATRESMEDIA motor press Ibérica SUMMON press BLUE MEDIA verizon media WEMASS

### AGENCIAS INDEPENDIENTES

CAETSU TWO ALMA MEDIAPLUS II  
LA PEQUEÑA FABRICA cutube gloccally irismedia CONTESTATION ELOGIA tango RDI UP AGENCY T2 Q. EQUIMEDIA KUM MEDIA hmg MediaDiamond PDM ZIZER Gesmedia Ignium BOV digital group

### SALES HOUSES Y AD NETWORKS

SUBLIMESKINZ exoClick ARMOR ADS mobusi captify UNGADS Propeller Ads iKreate VOLUUM MEDIASHOPPERS ADGAGE MOBILE NEXT Headway arkeero ad ux adjinn AWIN NiAd tappx Tradedoubler Wditrade adot TimeOne ENGAGING AUDIENCES AMOBBEE

### SOCIAL

twitter Advertising LinkedIn ads TikTok ads facebook Ads Instagram Ads adglow antevernio friendz

### RETARGETING

AdRoll criteo PERFECT AUDIENCE

### AUDIO

Spotify targetspot adswizz DEEZER AdTonos

### VIDEO

smartclip FREEWHEEL A COMCAST COMPANY SPOTX viralize YEMBA GROUP vidoomy ADMAN Teads SunMedia by Facebook AD COLONY

### NATIVE

Taboola verizon media PubNative quantum

### PUBLISHER'S ADTECH

adomik LINICOM OZ DIGITAL seedtag

## ANALÍTICA, VERIFICACIÓN, FRAUDE, MEDICIÓN, PRIVACIDAD Y OTRAS HERRAMIENTAS

ge\*edge Add Integrity FORENSIQ FaaS FraudScore DIGITAL PLANNING DV DoubleVerify pixalate IAS Integral Ad Science adsquare Rippl smartme ANALYTICS nielsen AppsFlyer Sibbo TRUST METRICS GHOSTERY CONFIANT MACHINE trafficguard White Ops MOAT unacast. factual. comscore Google Analytics EMMA KOCHAVA LandingTrack