

Efficient and direct access to the world's biggest media owners

Following Criteo's acquisition of IPONWEB in August 2022, The MediaGrid and Criteo are consolidating their supply footprints into a single platform, The MediaGrid. This makes it easier for buy-side partners to access our combined publisher portfolio through a single - and highly efficient - access point.

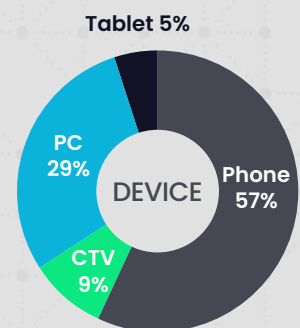
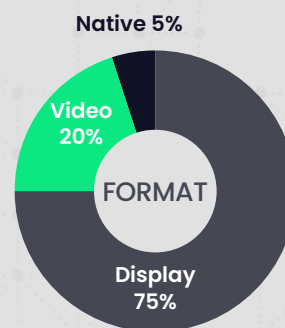
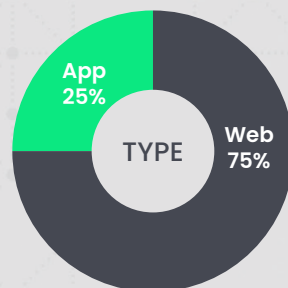
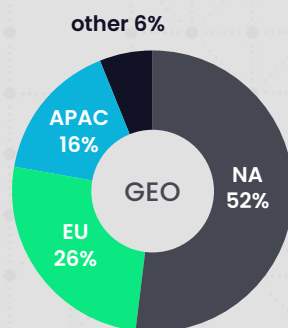
72%
comScore top 200 coverage*

35K+
domains/apps,
(100% direct)

1.4 trillion
ad requests
per month

50%
lower take rates
on average

Global scale across regions, formats, and devices:



DISPLAY + VIDEO

- Dotdash meredith
- CBS Interactive
- BuzzFeed
- NBCUniversal
- The Guardian
- USA TODAY
- WebMD
- Bloomberg

CTV

- SAMSUNG Ads
- Paramount
- pluto TV
- VIZIO
- SCRIPPS
- XUMO
- MLB.TV
- CRACKLE

NATIVE

- MEDIAVINE
- Dianomi
- dailymotion
- PRISMA MEDIA SOLUTIONS
- terra
- PROPERMEDIA
- italiaonline
- infolinks

*Among non-walled garden sites that accept advertising

An SSP built with SPO in mind



EFFICIENCY

Lowest cost path to supply



QUALITY

A focus on premium+direct



TRANSPARENCY

Full visibility into trading activity



ENRICHMENT

Robust tools for supply packaging

Quality and brand safety guaranteed

Whatever the format, wherever the inventory, The MediaGrid gives you peace of mind when it comes to supply quality and brand safety.

- One of only six SSPs Platinum Certified by TAG
- Pre- and post-bid IVT monitoring and filtering from Oracle Moat
- A focus on top-tier publishers and a rigorous supply vetting process

MOAT
by ORACLE DATA CLOUD



Easy access to custom or packaged deals

The MediaGrid offers bespoke or off-the-shelf supply packages to tailor campaigns towards your performance and targeting objectives. Consult our team for more information.



SEARCH INTENT SIGNALS



CONTEXTUAL CATEGORIES



VIEWABILITY, VCR, AND CTR THRESHOLDS



PUBLISHER 1ST-PARTY DATA



MAJOR SHOPPING & SPORTS EVENTS



RESTRICTED CATEGORIES

Connect with The MediaGrid.

Email us directly at info@themediagrid.com for more information, or visit us at www.themediagrid.com

 the mediagrid