

Partner Integrations Available in OpenWrap

Understanding bidder codes

A bidder code uniquely identifies a demand source in OpenWrap auctions. It also identifies demand sources when bids are passed to ad servers. Some key points to know when creating bidder codes in the PubMatic UI:

- You can create multiple bidders for the same bidder code, but you can't use multiple bidders with the same bidder code in an OpenWrap profile.
- You can't change a bidder code value once you've created a new partner.

This page lists PubMatic's partners and their bidder codes for reference, but the most up-to-date list can be found in the Publisher UI.



To learn more, take a look at the [Prebid.js Bidder Params](#) developer documentation.

Client-side and server-side support

PubMatic supports the following partners on both client-side and server-side.

Partner	Bidder Code
33 Across	33across
Ad Generation	adg
AdForm	adform
AdaptMX	amx
AdKernel	adkernel
AppNexus	appnexus
Advangelists	advangelists
AMX RTB	amx
Beachfront	beachfront
Conversant	conversant
DistrictM	districtm
DistrictMDMX	districtmDMX
E-Planning	eplanning
Facebook Audience Network - SDK	fancli
Gamoshi	gamoshi
GumGum	gumgum
Improve Digital	improvedigital
Index Exchange *	ix
NoBid	nobid
OneTag	onetag
OpenX	openx
PubMatic	pubmatic
PulsePoint	pulsepoint
RhythmOne	rhythmone
RubiconFastlane	rubicon
ShareThrough	sharethrough
Smart	smartadserver

Smatto	smatto
Sovrn	sovrn
SpotX *	spotx
Synacor Media	synacormedia
Tappx	tappx
Telaria *	telaria
The Media Grid	grid
TripleLift	triplelift
Unruly	unruly
Yieldone	yieldone



* The server-side setup for this SSP requires publisher-level configuration from the SSP.

Server-side support

PubMatic supports the following partners on server-side only.

Partner	Bidder Code
InMobi	inmobi
VERTCAL Markets, Inc	vertcal

Client-side support

PubMatic supports the following partners on client-side only.

Partner	Bidder Code
152 Media HB	oftmediahb
33 Across	33across
9Media Online	9MediaOnline
A4G	a4g
Aardvark (RTK)	aardvark
Ablida	ablida
Adagio	adagio
Ad Generation	adg
Ad Up Technology	aduptech
AdaptMX	amx
Adasta Media	adastaMedia
AdButler	adbutler
AdForm	adform
Adform Secondary	adform2
Adform Tertiary	adform3
AdformOpenRTB	adformOpenRTB
Adhese	adhese

AdKernel	adkernel
ADman Media	adman
AdMedia	admedia
AdMixer	admixer
Adnuntius	adnuntius
AdOcean	adocean
Adpone	adpone
Adsolut	adsolut
AdSparc	adsparc
AdSpirit	adspirit
Adtelligent	adtelligent
Advangelists	advangelists
Advenue	advenue
adxcg	adxcg
Adyoulike	adyoulike
AJA	aja
andbeyond	andbeyond
ANIVIEW	aniview
Answer Media	answermedia
AOL	aol
Appier	appier
AppNexus	appnexus
Archon Warp	archon
Arteebee	arteebee
Atomx	atomx
AudienceRun	audincerun
Automatad	automatad
Avocet	avct
Beachfront	beachfront
Bid Glass	bidglass
Bidfluence	bidfluence
BizzClick	bizzclick
Blue Billywig	bluebillywig
Brainy	brainy
bRealTime	brealtime
Bridgewell	bridgewell
Brightcom	brightcom
Bucksense	bucksense
BuySellAds	buysellads
C1Exchange	c1x
Cedato	cedato

Clean Media	cleanmedia
Clean Media Net	cleanmedianet
Clickforce	clickforce
Clickonometrics	ccx
Coinzilla	coinzilla
Collectcent	collectcent
COLOMBIA	colombia
Colossus	colossussp
Concert	concert
ConnectAd	connectad
Consumable	consumable
Content Ignite	contentignite
Conversant	conversant
CPMStar	cpmstar
Criteo	criteo
Dailyhunt	dailyhunt
DAN Marketplace	danmarket
DecenterAds	decenterads
DefyMedia	defymedia
dgads	dgads
Digital Garage	dg
DistrictM	districtm
DistrictmDMX	districtmDMX
DivReach	divreach
DspX	dspX
E-Planning	eplanning
E-volution tech	e_volution
EMX Digital	emx_digital
EngageBDR	ebdr
Etarget	etarget
Eywamedia	eywamedia
FairTrade	fairtrade
Feature Forward	featureforward
FeedAd	feedad
Fidelity Media	fidelity
fluct	fluct
FreeWheel-ssp	freewheel-ssp
Fyber	fyber
Gambid	gambid
Gamma	gamma
Gamoshi	gamoshi

GMOSSP	gmossp
Go2Net	go2net
Gourmet Ads	gourmetads
GroupM - GPS	gps
GumGum	gumgum
GXOne	gxone
Head Bidding	headbidding
HPMD Network	hpmdnetwork
Huddled Masses	huddledmasses
Imonomy	imony
Improve Digital	improvedigital
Index Exchange	ix
Innity	innity
Inskin	inskin
Insticator	insticator
Integral Ad Science (IAS)	ias
InteractiveOffers	interactiveOffers
Invibes	invibes
IPAX	giants
iQM	iqm
Justpremium	justpremium
Kargo	kargo
Komoona	komoona
Krushmedia	krushmedia
Kumma	kumma
LEMMA	lemma
Livewrapped	livewrapped
Lockerdome	lockerdome
Logicad for Publishers	logicad
LoopMe	loopme
LuponMedia	luponmedia
Madvertise	madvertise
Mantis Ad Network	mantis
Marsmedia	marsmedia
Matomy	matomy
Media.net	medianet
MediaFuse Lift	mediafuseLift
Mgid	mgid
MicroAd	microad
MyTarget	mytarget
NAF Digital	nafdigital

Nano Interactive	nanointeractive
Nasmedia Admixer	nasmediaAdmixer
NextMillennium	nextMillennium
Nobid	nobid
ONE by AOL Display	onedisplay
ONE by AOL Mobile	onemobile
One Fifty Two Media	oftmedia
Oneplanetonly	oneplanetonly
OneTag	onetag
OneVideo	oneVideo
OPEN8	open8
OpenX	openx
Optimera	optimera
Orbidder	orbidder
Orbitsoft	orbitsoft
OTM	otm
Ozone Project	ozone
Page Science	pagescience
Peak226	peak226
Piximedia	piximedia
Playground XYZ	pxyz
Pollux Network	pollux
PubMatic	pubmatic
PulsePoint	pulsepoint
Quantcast	quantcast
Quantum	quantum
Rakuten	rdn
ReadPeak	readpeak
ReklamStore	reklamstore
Relaido	relaido
Reload	reload
RhythmOne	rhythmone
Rich Audience	richaudience
RockYou	rockyou
Rtbdemand	rtbdemand
Rtbdemandadk	rtbdemandadk
RTBHouse	rtbhouse
Rubicon Tertiary	rubicon3
RubiconFastlane	rubicon
SafeReach	safereach
SARA	sara

SeedTag	seedtag
Sekindo Universal Mccann	sekindoUM
Select Media	selectmedia
Serverbid	serverbid
ShareThrough	sharethrough
ShowHeroes	showheroes-bs
Slimcut	slimcut
Smaato	smaato
Smart	smartadserver
SmartRTB	smartrtb
SmartX	smartx
SmartyAds	smartyads
SmileWanted	smilewanted
SMMS	smms
Somo	somo
Somo Audience	somoaudience
Sonobi	sonobi
Sortable	sortable
Sovrn	sovrn
SpotX	spotx
Stv	stv
Sublime	sublime
Supply2	supply2
Synacor Media	synacormedia
TapHype	taphype
Tappx	tappx
Teads	teads
Telaria	telaria
TheMediaGrid	grid
Tim Media	tim
Trafficroots	trafficroots
Trion Interactive	trion
TripleLift	triplelift
TrueReach	truereach
TrustX	trustx
ucfunnel	ucfunnel
Underdog Media	underdogmedia
Undertone	undertone
Unruly	unruly
UOL	uol
Vertamedia	vertamedia

Vertoz	vertoz
Vidazoo	vidazoo
Video Reach	videoreach
Viewdeos	viewdeos
ViewDeos DX	viewdeosDX
VIS.X	visx
VRTCAL Markets, Inc.	rtcal
Weborama Impact	weborama
Widespace	widespace
Xaxis	xhb
Xendiz	xendiz
Yield Nexus	yieldnexus
Yieldlab	yieldlab
Yieldmo	yieldmo
Yieldone	yieldone
ZEDO	zedo