

# 2017 NATIVE ADVERTISING TECHNOLOGY LANDSCAPE

## Mobile Programmatic/Networks/SSPs/Exchanges



## DSPs / Managed Services Technology



## Anti Ad Blocking (For Publishers)



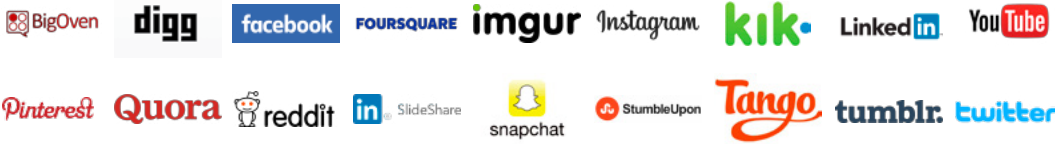
## Content Discovery Optimization (For Publishers)



## Native Advertising Intelligence



## Social Media



## Sponsored Content (long-form)



## Social Media Native Ad Management



## Programmatic/Networks/SSPs/Exchanges



## Mobile DSPs



## Influencer Advertising

