



H2 2024

OAREX[®]

Digital Media & Advertising

**TOP
PAYORS**

PREPARED BY

OAREX CAPITAL MARKETS, INC.

OAREX TOP PAYORS

How the Data Was Obtained: First-Party Sources

The data is OAREX-owned first-party data. OAREX has the data because the company collects payments from hundreds of debtors who are liable to pay OAREX directly due to the transfer of ownership of invoices under a Purchase & Sale Agreement.

What is a Payor?

A Payor is a company who pays OAREX advertising-related revenues on behalf of our clients. To our clients, Payors are most commonly considered a demand partner. Since OAREX receives payments across the entire digital media and advertising ecosystem, the term Payor may be associated with various types of companies.

These companies include:



How We Chose the Top Payors

To qualify for the award, payors must meet the following criteria:

- The payor must be a programmatic partner.
- OAREX must have processed at least 6 payments from the payor during the period being evaluated.
- All payments in the period must be within 3 days of the due date except one payment may be late (a mulligan), but by no more than a week.

OAREX TOP PAYORS

H2 2024 Award Recipients

In recognition of their great pay performance, and to highlight the importance of on-time payments within the industry, we are awarding the OAREX Top Payors Award to the following digital media and advertising Payors during H2 2024.



OAREX Top Payors H2 2024		
33Across*	FreeWheel	Pulsepoint*
Adagio*	Google*	SimpleFeed
AdaptMX	Index Exchange*	Sonobi*
Ads.com	Massive & Company	Tapjoy*
Affluent Ads	Media.net*	Tonic*
Amazon*	OB Media*	TripleLift*
Best Case Leads	Onetag*	Vidazoo
Enhance Health	OpenX*	Walker Advertising
Epsilon*	Playwire	Xandr*
Etsy	PubMatic*	Zelto

* Indicates repeat Top Payors from the prior half year period.

Read This

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ABOUT OAREX CAPITAL MARKETS, INC

OAREX, the Online Ad Revenue Exchange, operates a digital revenue exchange where digital media businesses can exchange future revenue payouts for capital now. Established in 2013, OAREX has become a worldwide leader in financing for media and advertising businesses. East West Bank's investment in OAREX is a testament to its model and the digital media industry as a whole. Visit oarex.com for more information or visit go.oarex.com to open an account.