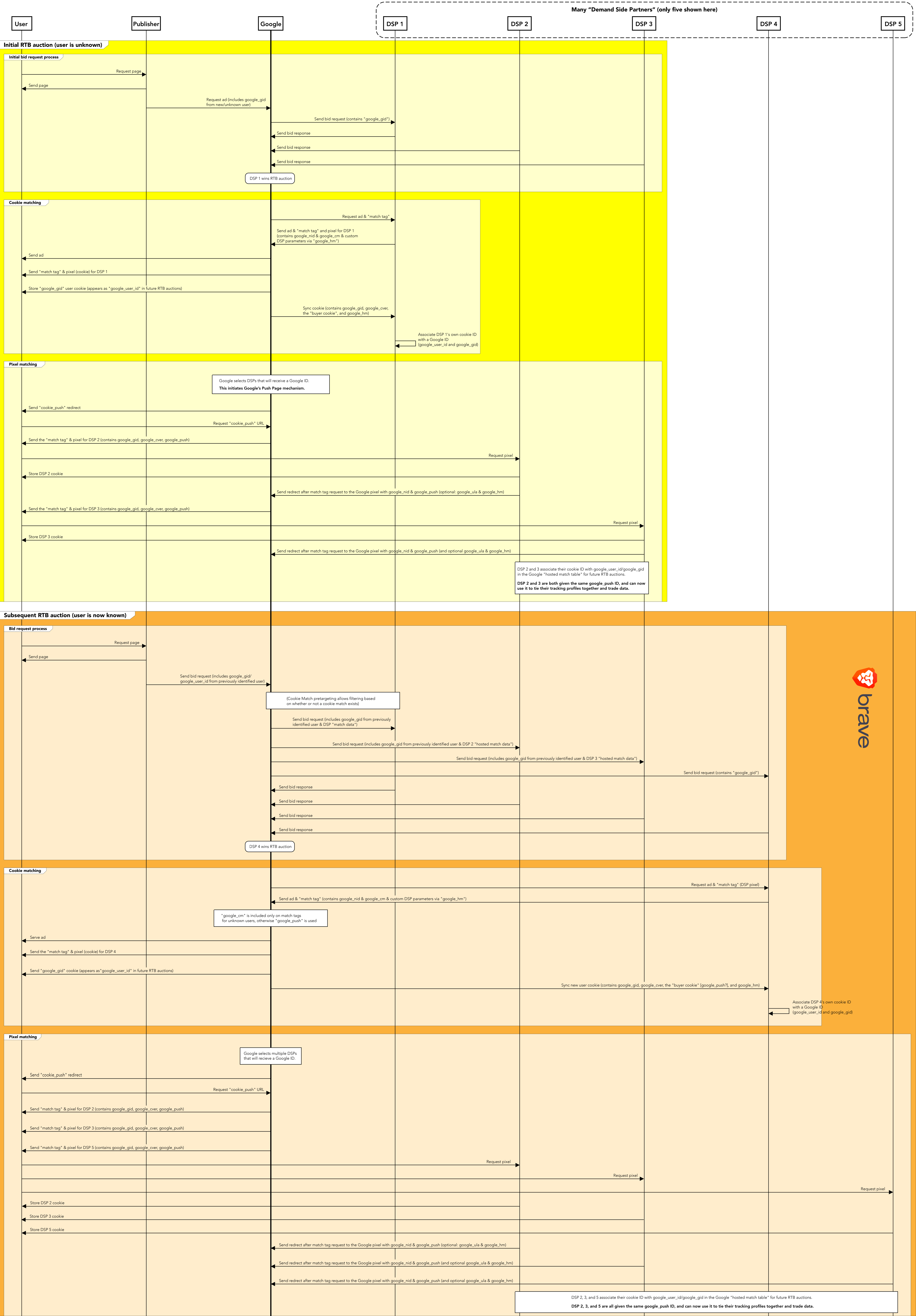


How Google's RTB and Push Pages allow hundreds of DSPs to tie their tracking profiles about people together



Note: This is a snapshot of data proliferation within the Google RTB system and Push Page mechanism. A large number of DSPs are involved. Only five are shown here for simplicity.