

# Hear From Our Partners



As a black woman business owner, I have first-hand experience as to why initiatives such as this one are so important. I started my blog five years ago and I noticed a lack of diversity in the blogging industry. That's starting to change, but much more could be done to level the playing field.

Underrepresented Voices is a huge step in the right direction and I'm thankful that TripleLift started this initiative.

Tanya Harris  
Publisher-Owner of *My Forking Life*



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As a female founder - including part of the 98% of women that failed to raise venture capital - I am extremely thankful to TripleLift and its Underrepresented Voices ETD for their leadership in this critically important area. YourTango is competing with venture-funded behemoths - mostly founded by and led by men. Despite our scale - nearly 25mm people visit YourTango.com every month - we still have a very tough time scoring direct buys. TripleLift has really helped level the playing field for us. It is in a class of its own for providing a high volume of premium organic inventory, critically adding to our margins and providing ads that look good and perform well (without malware or impacting site performance). My team and I are super grateful for the long-term partnership we have developed with TripleLift.

**Andrea Miller**  
CEO + Founder, *YourTango*



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At Twist Digital, our writers create authentic content specifically for millions of people every day with engaging and up-to-date content who also want to enjoy a 5-minute break from the daily grind. Being gay myself, I see great importance in giving a voice to all parts of society and promoting values of tolerance and equality in our material. I believe that content platforms can make an impact, and am proud to be a part of an initiative like UNREP where being true to your values leads to a win-win situation for both publisher and audience.



Yoni Raz  
Co-founder + CEO, *Twist Digital*

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As a Latinx founder and person of color, our company and teams are centered around belonging, inclusivity, diversity and equity. We intentionally assembled a team that looks like society and represents many backgrounds. Media Tradecraft is a next generation publisher services firm showing the industry that diverse teams do better. There is no struggle to find talent if you look to different corners of our ecosystem. Initiatives like TripleLift's Underrepresented Voices are important to advance underrepresented owners and founders in our industry.

Erik Requidan  
CEO + Founder, *Media Tradecraft*

