

SMARTSWITCH CASE STUDY

Overcoming Limited Bidstream Listening

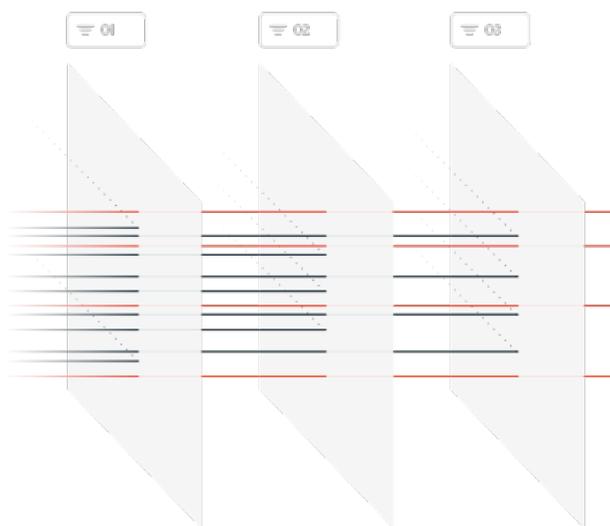
Taste-Testing the BidSwitch “Secret Sauce”

SmartSwitch solves a variety of programmatic challenges. Smaller scale DSPs often have technology and infrastructure cost and capacity limitations around processing the massive volumes of bid requests available in the global programmatic ecosystem. Without the ability to listen to the entire bidstream in real-time, SmartSwitch can help these partners by optimizing the bid traffic to reduce the volume of bid requests, without affecting bidder performance.

DSP client A had a 7K QPS limitation due to server capacity and listening costs. While the actual potential bidstream was 35K QPS, the 7K QPS limitation would only enable them to listen to approximately 1/5 of the available bidstream universe.

Despite the 7K QPS limitation, SmartSwitch was optimizing the bidstream down to 2.5K QPS. Client A was displeased, assuming that SmartSwitch was hindering them from listening to more of the available bidstream, and wanted to maximize their 7K QPS limit by turning off SmartSwitch.

What client A did not understand was that rather than listening to a random sample of bid requests within the entirety of their QPS limit, SmartSwitch was enabling their systems to maintain bidder performance by listening to *less* inventory, but *more* optimized inventory.



THE SOLUTION: PHASED TESTING OF SMARTSWITCH

The BidSwitch team suggested a SmartSwitch Test in order to prove its value to Client A. The test began on a Friday and ended abruptly the following Wednesday—as Client A was quickly convinced they needed SmartSwitch before the test had even been running for a full week.

Day 1

SmartSwitch was turned off and Client A began receiving un-optimized bidstream within their full 7K QPS limit

Day 3

SmartSwitch was turned back on and QPS dropped back to ~1.2K QPS

Day 4

Increased QPS by 2K of random bidstream queries, while still using SmartSwitch, which was optimally reducing volume to 1.2K QPS.

Day 5 Morning

SmartSwitch turned off, Client A bidstream reset to non-optimized 3K QPS

Day 5 Afternoon

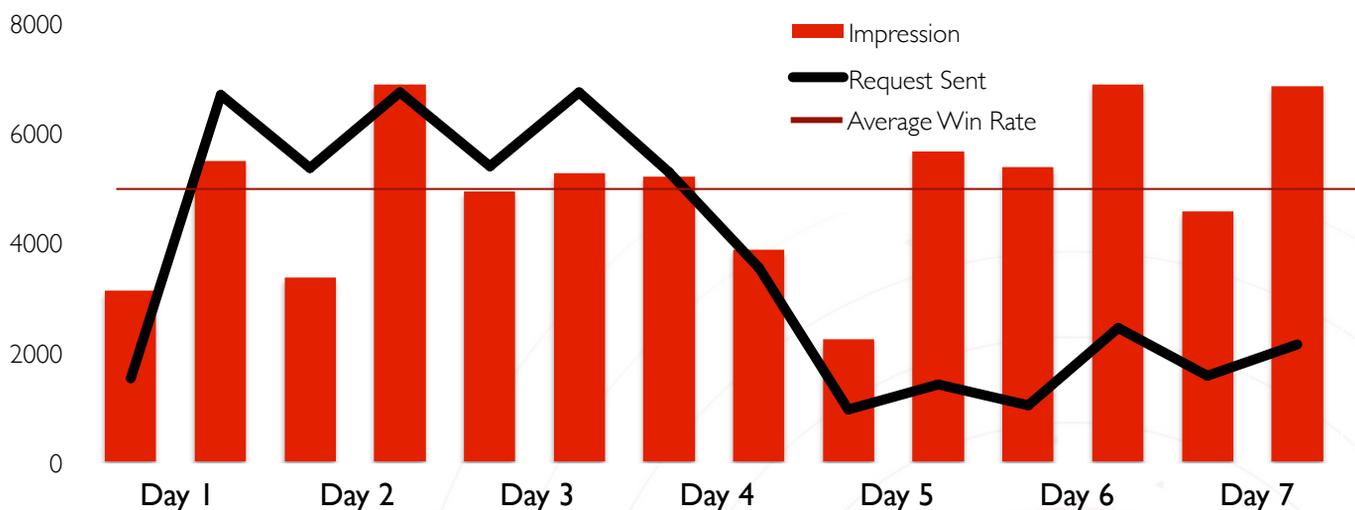
Test complete. CEO of Client A requests SmartSwitch be turned back on and restored to initial bidstream setup.

THE SMARTSWITCH DIFFERENCE

Optimized Bidstream with SmartSwitch

The Results: Seeing is believing

Client A followed the test results in real-time and could see that as bid request volume was increased as requested (with and without SmartSwitch) over the 6 day period, the average win rate had not changed.



With SmartSwitch on, though the volume of requests dropped, the number of wins was unaffected. The additional un-optimized bidstream volume was only adding unnecessary incremental server capacity costs, without adding any additional revenue. SmartSwitch was enabling Client A to only receive the kind of bidstream traffic that was custom optimized against Client A's bid behavior.

SmartSwitch Cost Savings: Blinded Example

Constant Variables

Monthly Listening Costs - \$100k

Max QPS - 7k

Avg Win Rate

Available QPS - 35k

SmartSwitch Variables

	Without SmartSwitch	SmartSwitch
Monthly Listening Cost %	100%	25%
Avg Bid Rate % Difference	-18%	+32%
Listening Cost Savings	0%	75%

Bid Rate =
Win Rate =

Bids / Total Requests Received
Impressions / Bids

Lower your costs with SmartSwitch smarter listening. Less is more—we can prove it.

GET CONNECTED TODAY

To find out more about flipping the SmartSwitch on, contact your BidSwitch Account Manager.

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