

SmartSwitch User Optimization

SmartSwitch, BidSwitch's proprietary machine learning feature, optimizes a DSP's bidstream by analyzing multiple key parameters. Using these parameters and overlaying the data on impressions bid and/or won, SmartSwitch is able to detect the DSP's specific buying pattern and optimize the type of bidstream traffic received.



In addition, SmartSwitch allows DSPs to put users in groups that can help influence SmartSwitch to further optimize their bid stream.

USER GROUPS

Users, based on cookie Id or IDFA, are automatically placed into the following groups by BidSwitch.

Based on the DSP's behavioral buying pattern of these groups and in combination with other key parameters (e.g. country, site, ssp etc...). The DSPs may receive more requests from users from group 0 or group 1.

BidSwitch enables creating customized user groups. SmartSwitch can then optimize the bid stream and send more/less users from the custom groups.

USER GROUP CLASSIFICATION

	Browser (Cookie Based)	In-App (IDFA Based)
User Group 0	Refers to users that are not synced between DSP and BSW.	Refers to requests that do NOT have IFA.
User Group 1	Refers to users that are synced between DSP and BSW.	Refers to requests that do have IFA.

WHY CREATE CUSTOMER USER GROUPS:

If a DSP wants to ensure that their feed is optimized in the best way, placing cookies/ IFA in Custom Groups will help BidSwitch to receive more granular information and insight with which to further optimize the feed. Custom User Groups enable BidSwitch to have more accurate predictions about user/inventory desired by the DSP. This can also help DSPs and BidSwitch investigate if there are any issues.

SmartSwitch User Optimization

For Browsers and Mobile Devices

USER GROUP Use Case:

PROBLEM: DSP X enables branding and retargeting campaigns for both cookie-based users and mobile users. If all users (synced cookie-based + IFA) are automatically placed in User Group 1, there will not be a clear distinction for SmartSwitch to learn and optimize the feed between campaigns or different types of users.

DSPs CAN CREATE ADDITIONAL USER GROUPS:

DSP X can create 2 additional user groups for retargeting purposes.

User Group 2: Cookie-Based Users to Retarget

User Group 3: IFA-Based Users to Retarget

Please note the group number is arbitrary and as no meaning to BidSwitch, only the DSP can understand the meaning of the Groups. The group numbers could have been 5, 7 or even 999, the grouping only has meaning to the DSP that created them.

Depending on the DSP'S buying behavior, SmartSwitch will optimize to each group. For example, if the DSP bids less and wins less with User Group 1, SmartSwitch will adapt and send fewer requests with users from that group.

It is important to note that if users need to move from group to group, it is the DSP's role to ensure users are shifted to the desired group. For example, if a user was placed in User Group 2 (users with some important data points) then was later deemed to have no further value, the DSP would need to move the user to Group 1.

USE CASE CLASSIFICATION

In total BSW will have the following groups:

Group 0 Unknown Cookie-based Users / Non-synced Users	Group 1 Users synced with BidSwitch
Group 2 Cookie-based Users to retarget	Group 3 IFA-based Users to retarget

Please note that if a DSP puts all users in group 2 or 3 or 4 (or more) then the optimization capability will be no different than leaving all users in Group 1. Each additional Group must be customized and differentiated to improve optimization.

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USER GROUP IMPLEMENTATION:

Browser Based Cookies

During the cookie syncing time when a DSP sends their cookie ID to BSW via DSP or SSP initiated synch, the DSP is able to append a new parameter "user_group" to the pixel to specify which bucket BSW should place the user in.

For Example:

SSP Initiated Cookie Synch Response:

```
http://x.bidswitch.net/sync?  
dsp_id=[DSP_ID]&user_id=[DSP_COOKIE_  
ID]&expires=30&ssp=[SSP_NAME]&user_gr  
oup=[NUMERICAL_VALUE]
```

EXAMPLE:

```
http://x.bidswitch.net/sync?  
dsp_id=1&user_id=1235ABC&expires=30&s  
p=rubicon&user_group=5
```

DSP initiated cookie synch:

```
http://x.bidswitch.net/sync?  
dsp_id=[DSP_ID]&user_id=[DSP_COOKIE_  
ID]&expires=30&user_group=[NUMERICA  
L_VALUE]
```

EXAMPLE:

```
http://x.bidswitch.net/sync?  
dsp_id=1&user_id=1235ABC&expires=30&  
user_group=5
```

In-App Syncing

There is no pixel syncing in mobile applications. The DSP will need to upload a daily tsv (tab separated) file.

1. Generate a public SSH key.
2. Email BidSwitch support (support@bidswitch.com) requesting an SFTP account and attach your public key to the ticket.
3. BidSwitch will provide connection details when setup is completed.
4. When everything has been setup, you will need to generate a .tsv file.
5. Send the .tsv file with the following field
 - IDFA
 - Region [US or EU or AS] select only 1
 - User group bucket [2 to n] select only 1 numerical value
6. The format should look similar to
 - UUID<tab>region<tab>user_group
7. The file needs to have the .tsv extension or it cannot be processed by the system.
8. Each tsv cannot contain more than a 1000 rows. If necessary, please create multiple files of 1000 rows.
9. Place the tsv file(s) in the upload folder
10. Once processed the file will be removed from the upload folder and placed in the processed folder

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For any additional questions, contact:
Support@BidSwitch.com