

Connect Mode Trading Support

What is BidSwitch Connect Mode

In addition to more commonly used Media Mode, BidSwitch offers Connect Mode as a second trading option when working with BidSwitch Demand Partners. While this connection type involves some pre-trading communication between Supply and Demand partners, a simple contractual agreement to establish media cost and direct invoicing between partners is all that is required.

Why BidSwitch Supply Partners Should Support Connect Mode

We highly encourage BidSwitch Supply Partners to offer both Media and Connect Mode to optimize access to all BidSwitch Demand Partners. Additional benefits to enabling Connect Mode include:

More Inventory Sold

- Many Demand Partners have lower fees on Connect Mode and are more willing to buy from sellers enabling this trading mode
- Many Demand Partners only trade with BidSwitch Supply partners through Connect Mode

Straight Forward Invoicing

- You bill each Demand Partner directly
- No pre-bid reduction of media cost
- No confusion over where Demand Partner fees are included (especially beneficial for Deal IDs)
- Demand Partners are given a separate BidSwitch invoice each month for their fee, which will not affect your trading activities

Custom Trading Options

- Alcohol and gambling ads can be enabled
- Unique side agreements between specific partners could be established (upon BidSwitch approval).

*Side agreement verbiage can simply be added as appendix to Connect Mode contract

HOW TO ENABLE CONNECT MODE

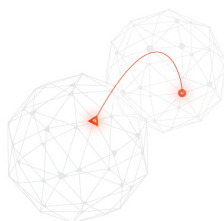
- 1 Obtain the Demand Partner contact from BidSwitch support (support@bidswitch.com) or your Account Manager



- 2 Request the change and include your media invoicing agreement via email



- 4 Trading through Connect Mode will be confirmed in writing and enabled within ONE business day



- 3 Once both parties have signed agreement, send email with all parties included to BidSwitch* to confirm. BidSwitch does not need a copy of the signed agreement.



* Your AM and support@bidswitch.com

Please remember to bill each individually mapped Demand Partner buying through your BidSwitch Connect Mode connections separately.

Contact your Account Manager to set up Connect Mode and begin trading with new buyers today!