

Private Marketplaces & Deal IDs

Overview, Troubleshooting, and Solutions

BidSwitch facilitates and streamlines the private deal (PMP, Deal ID, etc.) process between Supply (seller) and Demand (buyer) partners. In the same way that BidSwitch enables a universal technological language wherein Sellers and Buyers can transact with each other within the RTB ecosystem, BidSwitch also allows buyers to utilize a single methodology for responding to deals. BidSwitch normalizes the deal ID functionality across all Supply partners so buyers do not need to integrate or constantly update deal ID mechanisms and logic for each individual seller/publisher.

Currently, BidSwitch does not aid in the creation, discovery, or execution of deals. Buyers must work with each publisher or Supply Partner directly to discover and create deals.

DEAL WORKFLOW

1. Deal Creation

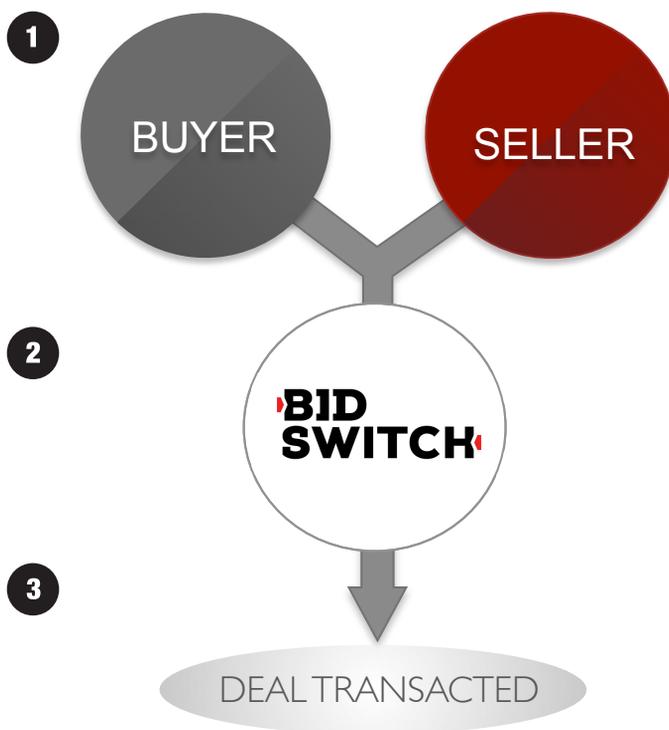
Buyer and seller work together to create a deal. Deals can be implemented automatically, and/or negotiated either directly between advertiser and publisher, or through demand and supply intermediaries (DSP/SSP).

2. Deal Routing

BidSwitch facilitates the routing of deals between seller and buyer based on deal IDs being properly input by buyer within the BidSwitch UI.

3. Deal Transaction

The buyer must start responding to the deal within the bid response.



IMPORTANT NOTE ON PRICING:

If using Media Mode, a bid reduction (% BidSwitch Fee) often occurs before the bid reaches the supplier. As such, buyers must bid that bid reduction amount on top of their initial bid price in order to reach the floor on the deal.

EXAMPLE:

If Buyer A is transacting with Seller A in Media Mode with an 8% bid reduction (BidSwitch Fee), the buyer must add 8% on top of the floor price of the deal in order to win.

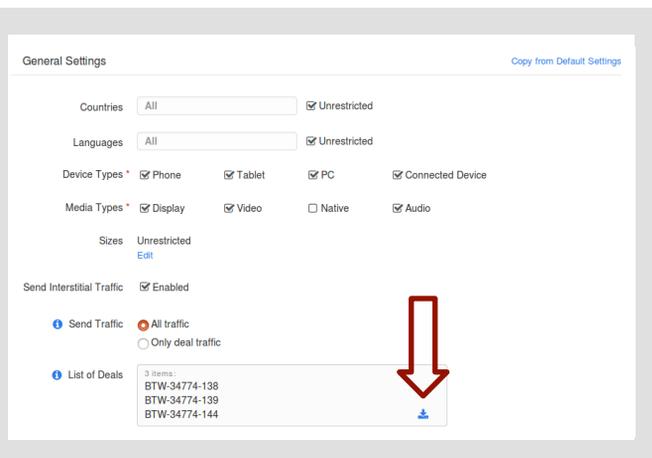
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SETTING UP DEALS

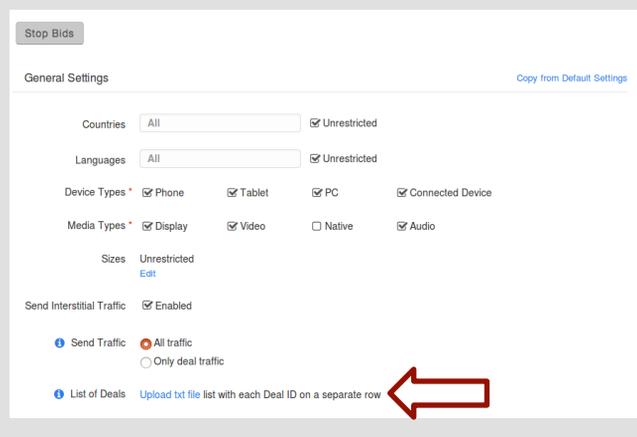
Auto-Deals: These deals are automatically routed to the designated buyer, when the seller specifies the buyer ID within the bid, along with the deal. In this scenario, there is no need for the Buyer to add the deal into the BidSwitch UI.

- Buyers will automatically see the deal ID within the SSP's bidstream configuration. Click "download" to see the full list of deals being routed to you.



Non-Auto Deals: If deals do not automatically appear, new deals must be input into the respective SSP bidstream configuration.

- All deal IDs should be listed and uploaded in the txt file template provided.
- New deals can be added by uploading an updated txt file (new+existing deals).



TROUBLESHOOTING

If your deals are not working properly please contact the following parties in this order:

- Publisher/Supply Partner
- DSP/bidder Tech Support
- BidSwitch Contact

When in doubt, contact support@bidswitch.com or the buyer's respective AM and Sales Engineer, if they are assigned one. Provide the following:

Deal ID(s) in question

Seller

Bid & floor price of the deal (if known)

Any additional details

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Deals do not work properly for a variety of reasons. Below are some possible situations with solutions, in order of most common.

COMMON SOLUTIONS

SITUATION

SOLUTION

The seller isn't sending the deal to BidSwitch.

The seller needs to start sending this to BidSwitch.

The BidSwitch buyer isn't 'targeted' in the deal because the seller didn't populate the seat parameter in the bid request to enable an auto-deal.

Remind the seller to use the buyer ID in the bid request to solve this in the future. As a quick workaround, enter the deal into the BidSwitch UI in the respective seller's deal ID box.

Pre-defined criteria are not being satisfied. Ex: Buyer and seller agree on deal ID for UK traffic, but seller puts the deal ID on DE traffic that does not belong to agreed criteria.

Impressions will likely fail targeting on Buyer side from targeting restrictions against deal-targeted campaign. Buyer should investigate and ensure with seller that pre-defined criteria is in place.

The buyer isn't responding to the deal at all. The buyer is responding to the bid request, but isn't putting the deal in the bid response, resulting in an invalid bid.

Examples can be found in the BidSwitch protocol in the 'examples' section for how to do this properly. Solution is to respond according to the BidSwitch protocol.

The buyer is responding properly but never clears the floor price because the BidSwitch fee reduces the bid by x%.

Bid higher to clear the floor and to take into account the x% bid reduction.

The buyer is responding properly but never clears the floor price because they are bidding on a bid being sent to BidSwitch in a foreign currency, and the buyer is using BidSwitch's foreign exchange rate to convert the bid to another currency.

This can result in failing to bid above the floor price. Solution is to bid higher to take this foreign exchange fee into consideration (current rate is always exposed in the BidSwitch UI to buyers).

GET CONNECTED TODAY

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

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