

# BID SWITCH TRUE PRICE

## AN EFFICIENT AND SEAMLESS PATH TO IMMEDIATE SAVINGS

### BID SWITCH

An integrated smart grid for global advertising & data trading. Providing infrastructure level solutions for the programmatic ad ecosystem with 350+ partners and growing, BidSwitch translates 700B requests per day. We believe in an open, efficient ecosystem, where less time and resource is spent on infrastructure and maintenance costs and more is spent on innovation.

*“ We strive to surround ourselves with best in class partners, that improve our efficiency. Bidswitch has a long legacy in providing technology that fuels quality, transparency and control when it comes to media.”*

 PlaceIQ Team Lead

BidSwitch is proud to introduce **True Price** as part of our continued effort to provide a more efficient ecosystem for our partners.

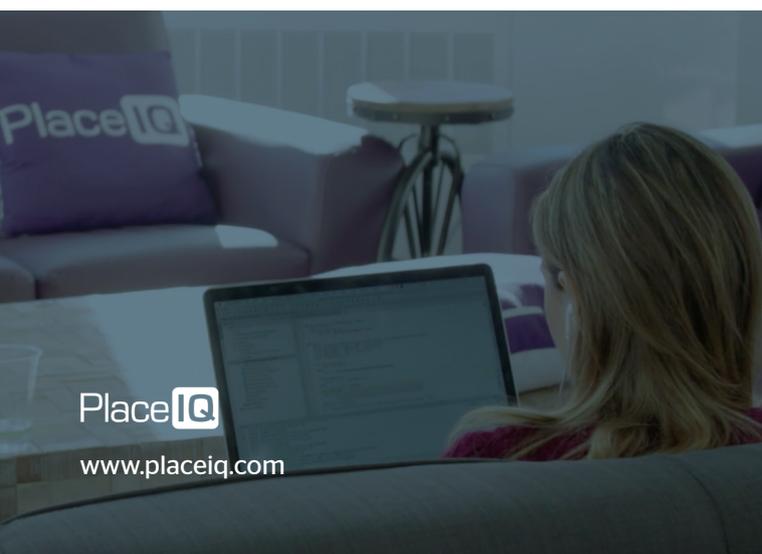
**BidSwitch True Price** provides an efficient and effective solution to the complicated auction dynamics that our partners face in the programmatic ecosystem today.

This sophisticated system helps our partners optimize their bidding strategies for inefficient auctions--so they can spend less on the same impressions. **BidSwitch True Price** works within the parameters of a DSPs existing bid strategy, effortlessly empowering partners with the ability to predict and bid optimal prices for every impression opportunity, while maintaining delivery volume and performance--and significant media cost savings.

### BIDSWITCH AND PLACEIQ

PlaceIQ is a leading data and technology provider that powers critical business and marketing decisions with location data, analytics and insights.

As a long-time partner, BidSwitch values PlaceIQ for their dedication to innovation and willingness to explore new opportunities. BidSwitch knew PlaceIQ would be the ideal partner to try **BidSwitch True Price** in its earliest stage, and provide strategic insights to help drive product evolution.



PlaceIQ  
www.placeiq.com

## BIDSWITCH TRUE PRICE CASE STUDY:



# Overall Media Cost Savings of over 26%

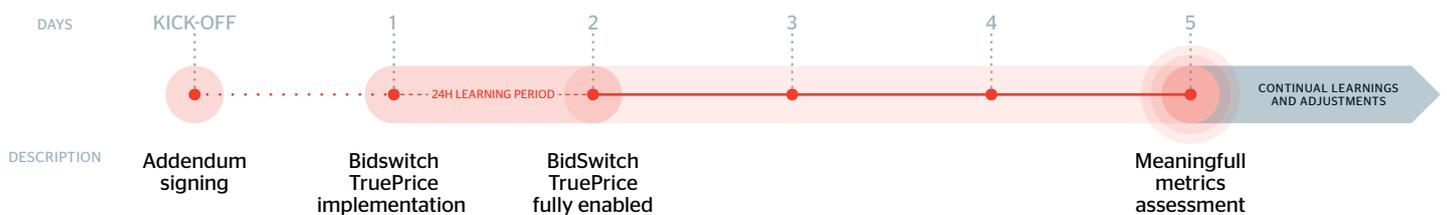
## COST-CUTTING AMIDST CONTINUALLY SHRINKING MARGINS

Programmatic auction dynamics are growing ever more complicated. PlacelQ was eager to explore a product that claimed to deliver significant cost savings in the midst of these ever changing auction dynamics.

**BidSwitch True Price** empowers buyers with a system that intelligently predicts and bids optimal prices for every impression opportunity while maintaining delivery volume and performance—with no campaign degradation.

### METRICS GATHERING TIMELINE

All PlacelQ needed to do to enable **BidSwitch True Price** was sign an addendum granting BidSwitch permission to manipulate bid responses and clearing prices.



### SAVINGS OF APPROXIMATELY 20% ON FIRST SUPPLY PARTNER.

PlacelQ quickly turned on **True Price** for 7 more supply partners using these two criteria:

	SSP	BIDSWITCH TRUE PRICE
1	Enough impression volume for statistically relevant learning	Minimum activity of 50k impressions/day
2	Clearing Price eCPM and Winner Bid eCPM comparison	Enabled for all trading pairs with gap smaller than 20-30%

“We were impressed by how seamless it was to implement True Price—no heavy lifting from our side and the results were immediate. It dramatically simplified our internal processes.”

PlacelQ Team Lead

### PAYING LESS FOR THE SAME IMPRESSIONS

With **BidSwitch True Price**, PlacelQ saw increased efficiency in their approach to bidding and buying strategies. In the month of April, they saw savings of over 26% on media spend across 8 supply partners.