BidSwitch Cookie Matching for SSPs

The matching process of the SSP cookie ID to the DSP cookie ID happens through a process called cookie syncing. Cookie syncing is necessary because as a standard security process, web servers of any kind can only request cookies that are set to their own domain. As the SSP and BidSwitch sits between the end-user and all the DSP bidders, cookie syncing is an essential part of online advertising that allows a DSP (buyer) to know the potential value of a user. Such information will allow the DSP to make an intelligent decision to serve the most appropriate advertisement to the user. In addition, this can bring an incremental uplift in eCPM and media spend to the SSPs. It is therefore important to ensure that buyers and sellers are appropriately cookie synced for optimal performance.

Cookie Sync Process

DIRECT CONNECTION

With a direct connection the SSP will select a DSP to cookie sync with in the following ways:

a) Select an unsynced DSP randomly.
b) Select an unsynced DSP by prioritising the biggest spenders first.

Once an SSP and DSP are synced, the SSP will re-sync the same user with the DSP either:

a) Once a month.
b) Once every 2 weeks.

BIDSWITCH

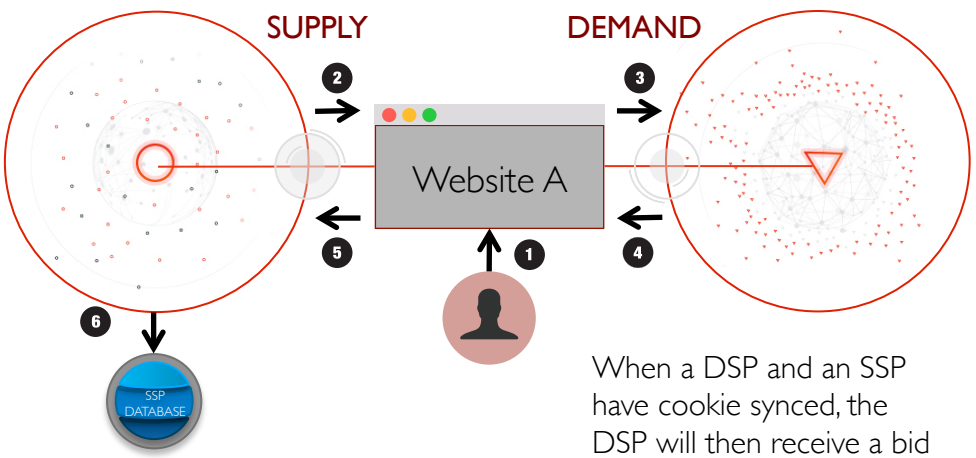
SSPs sync with BidSwitch the way they do with directly connected DSPs. This creates a limitation as:

a) BSW is not a DSP
b) BSW will need to sync with ALL the DSPs listening to the SSP's traffic.

The average SSP on BidSwitch has 20+ DSPs listening to its traffic. The typical SSP only syncs users once each week with a DSP and BidSwitch syncs with only one DSP at a time. If all listening DSPs sync passively with BidSwitch, it could take 20+ days to sync with all DSPs. (DSPs are not typically passive but it should be taken into account.)

Traditional method of syncing with a direct connection:

The traditional method of cookie syncing is such that an SSP will initiate a cookie pixel call to a randomly selected DSP, whom in turn will return its cookie UID (user Id) to the SSP to store in its cache/database



Please Note: the majority of SSPs will store the cookie sync into the user's browser cache. For clarification we use the database in the diagram.

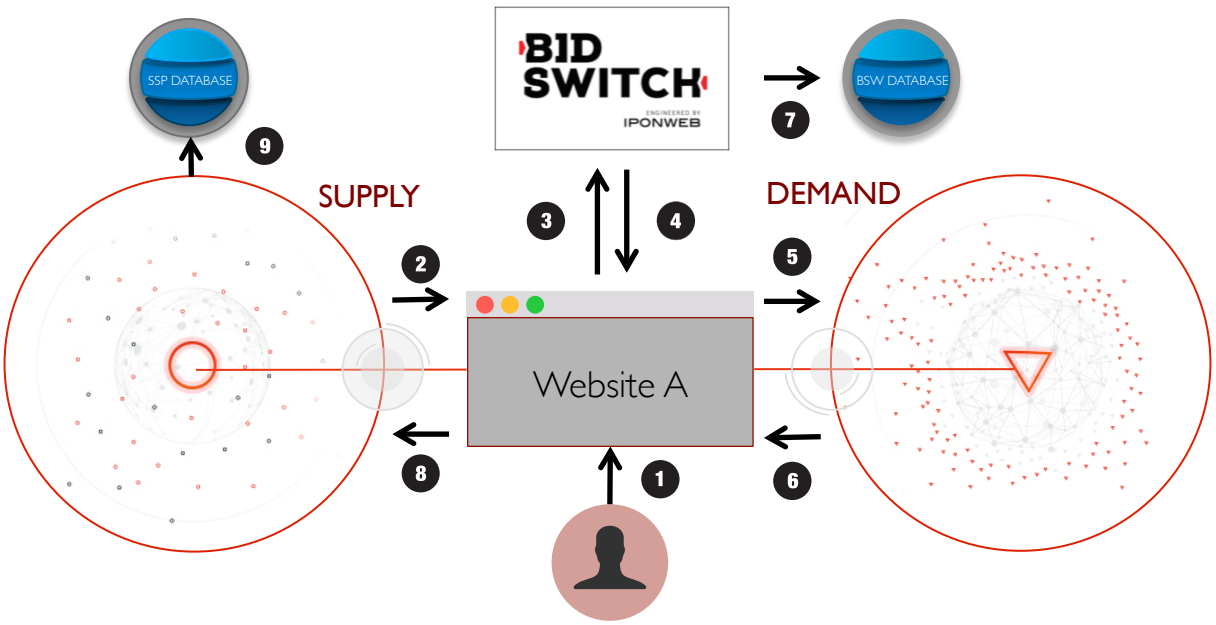
When a DSP and an SSP have cookie synced, the DSP will then receive a bid request that will contain the SSP cookie id and the DSP's cookie ID.

Process Explained:

1. User lands on a page, which executes an SSP tag.
2. SSP tags run on a page and drop a cookie to user's browser (e.g. SSP_cookie_1234)
3. SSP pixel redirects to a selected DSP's cookie pixel.
4. DSP drops a cookie in user's browser (e.g. DSP_cookie_54321)
5. SSP receives the DSP's cookie ID - DSP_cookie_54321
6. SSP matches DSP's cookie ID with its Cookie ID and stores them in their database.

BidSwitch Cookie Matching for SSPs

Cookie Syncing with DSPs through BidSwitch



Please note that the majority of SSPs will store the cookie syncing info into the user's browser cache. But for clarification we use the database in the diagram

Process Explained:

1. User lands on a page, which executes an SSP tag.
2. SSP tag runs on a page and drops a cookie (e.g. SSP_cookie_1234)
3. SSP tag redirects to BSW cookie synch pixel.
4. BSW drops a cookie (e.g. BSW_cookie_54321)
5. BSW redirects to a randomly selected DSP pixel listening to the SSP's traffic
6. DSP drops its cookie (e.g. DSP_cookie_9876) and redirects to BSW with its cookie set.
7. BSW stores the DSP cookie ID - DSP_cookie_9876
8. SSP receives BSW cookie ID - BSW_cookie_54321
9. SSP matches BSW cookie ID with its cookie ID and stores them in their database.

When all parties (SSP/BSW/DSP) are cookie synced, the bid requests from the SSP to BSW will contain BSW cookie IDs. BSW will then match and retrieve the DSP's cookie ID from the BidSwitch database and send it to the correct DSP. This will enable the DSP to use their cookie ID and bid intelligently.

SSP to BSW bid request

```
{"user":{
"id":"SSP_cookie_1234",
"buyeruid":"BSW_cookie_54321"
},
  ......
}
```

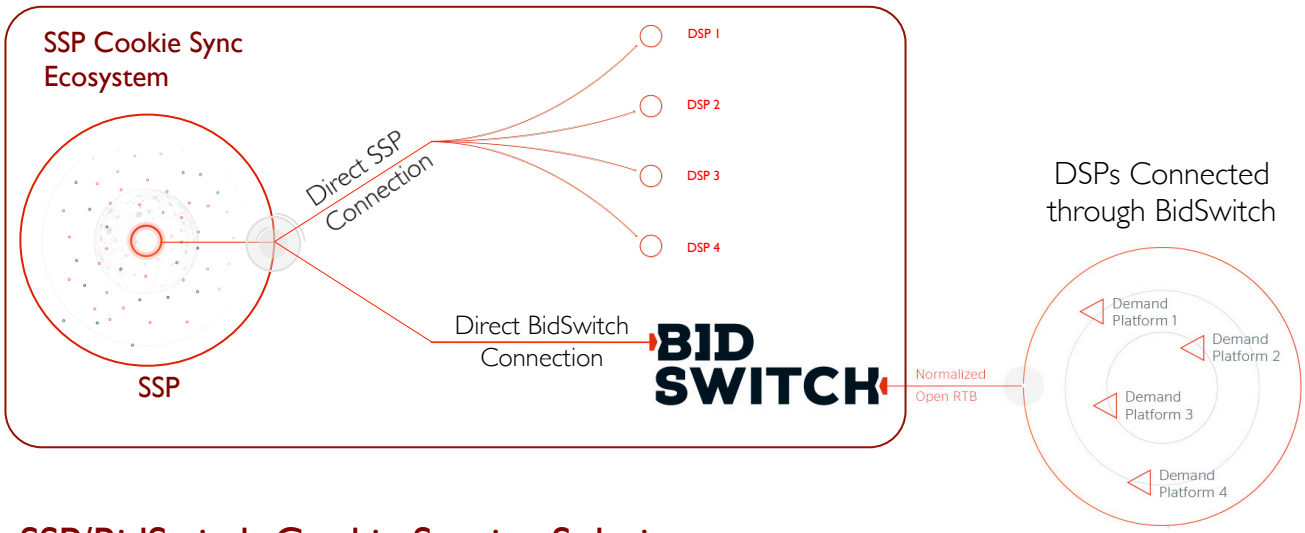
BSW to DSP bid request

```
{"user":{
"id":"BSW_cookie_54321",
"buyeruid":"DSP_cookie_54321"
},
  ......
}
```


BidSwitch Cookie Matching for SSPs

By looking at the SSP and BSW ecosystem from a high level (diagram below) it is clear that an SSP is unable to sync with the DSPs represented by BidSwitch directly.

If an SSP simply cookie synced with BidSwitch as if it were a separate DSP, it would then take considerable time for DSPs to ramp up and build the cookie pool. In order for an SSP to maximise its revenue from all the DSPs represented by BidSwitch, a more specific cookie syncing process is recommended.



SSP/BidSwitch Cookie Syncing Solution:

While it is also the responsibility of the DSPs to play an active part in the cookie syncing process, BidSwitch strongly recommends the following SSP practices to maximise ROI:

- Set BidSwitch cookie expiration date to less than 30 days. Ideally less than 10 days. This will enable the SSP system to cookie sync with BSW more often.
- Aim to cookie sync a user with BSW 10 to 20 times a week.
- If there is any cookie logic, ensure that BidSwitch is set with a high priority.

This will enable BidSwitch to perform the cookie sync process more efficiently with all of the BidSwitch Partner DSPs listening to the SSP's inventory. SSP's can then maximise revenue from DSPs that heavily target known users.

GET CONNECTED TODAY

For any additional questions, contact:
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