

BidSwitch DSP/Agency Seat Mapping

Overview

BidSwitch is an infrastructure layer that serves as a single integration point between SSPs and DSPs, providing our partners with an efficient and transparent way to manage access to supply and demand at a global scale. SSPs can see increased revenues and significant operational and technical cost savings without the need for endless one-to-one direct integrations and contract negotiations.

Because BidSwitch is an intermediary, SSPs often experience limited visibility of DSP/Agency buying behavior.

Seat Mapping allows SSPs to gain deeper and more granular information, enabling reporting at the DSP/Agency level. By providing the Seat ID and Agency ID/name in the bid response, SSPs can better understand how inventory is utilized, with the potential to increase revenues.

This document will guide you through how to effectively leverage Seat Mapping using the Seat/Agency ID fields.

SEAT IDs

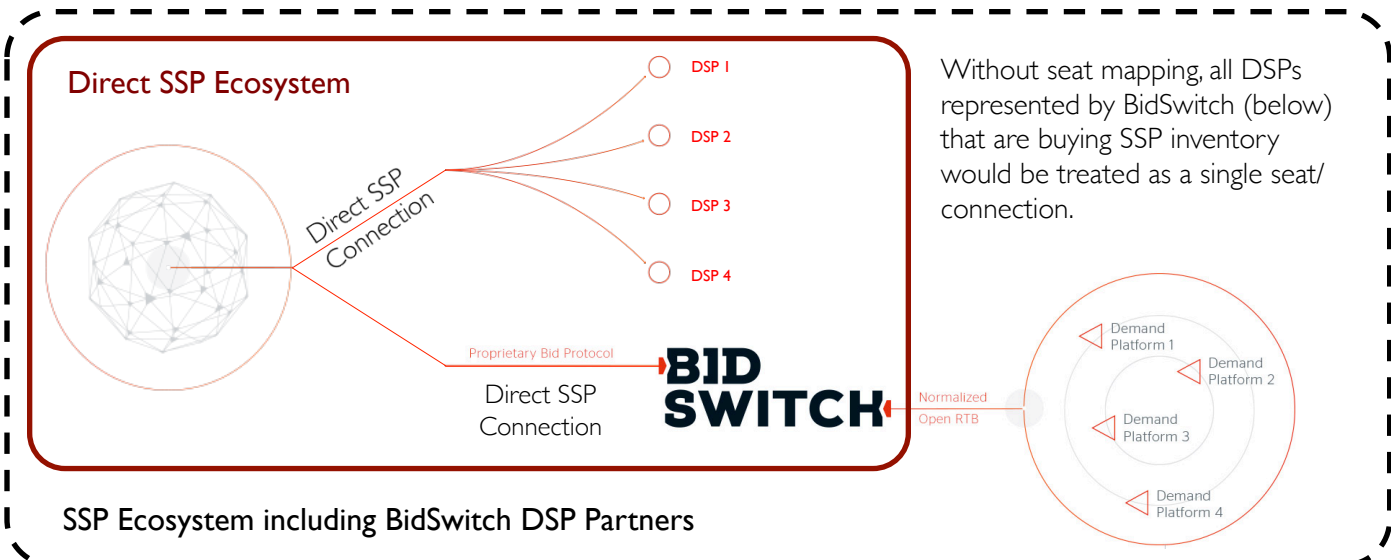
WHAT IS THE SEAT ID AND WHY IS IT IMPORTANT?

Every connection an SSP has is assigned a unique seat ID. For example, the connection between SSP1 and DSP 1 will have seat ID "101" and the same SSP connection to BSW will have seat ID "201". Most SSP reporting capabilities report by connection level or seat ID. Most SSPs will report BidSwitch as a single seat ID or connection point, when in reality, BidSwitch represents multiple DSPs. Every DSP connected through BSW is also assigned a unique seat ID that is often not visible to the SSP. This creates confusion and misrepresented reporting data.

It is important to understand that the use of seat ID can help SSPs identify which partners buy their inventory and provide the opportunity to optimize the relationship directly and better understand their needs.

By using seat IDs to properly map BidSwitch DSP partners, the SSP will have the ability to report at the DSP level and potentially increase revenues.

The diagram below shows the direct SSP ecosystem with no seat mapping functionality implemented.



There is opportunity for SSPs to use the seat ID to significantly increase revenue through a single integration point. All BidSwitch DSP Partners should be treated as direct integrations. By utilizing the seat ID field, the DSPs will be included in the larger BidSwitch/SSP ecosystem (black dashed line).

To obtain the seat ID and DSP name list, SSPs need to contact their BidSwitch account manager or support@bidswitch.com. A link to the list of connected DSPs and their respective seat IDs will be provided. This file is updated regularly throughout the day.

BidSwitch DSP Seat Mapping

How to Use Seat IDs

2 SEAT MAPPING METHODS

Use BidSwitch Seat ID
(most common/recommended)

Use SSP's Seat ID

Using BidSwitch Seat ID

Every BidSwitch DSP partner is assigned a unique BidSwitch seat ID.

The DSP's BidSwitch Seat ID can be found and processed from the Bid Response. Example bid responses from BidSwitch using the IAB's openRTB format shown to the right.

Example Single Bid Response

```
{
  "seatbid": [
    {
      "seat": "10",
      "bid": [{...}]
    }
  ]
}
```

Example Multi-Bid Response

```
{
  "seatbid": [
    {
      "seat": "10",
      "bid": [{...}]
    },
    {
      "seat": "30",
      "bid": [{...}]
    },
    ...
  ]
}
```

The examples above show that for a bid response that supports multi-bid or not, SSPs can see the BidSwitch Seat ID(s) in the response.

Please contact your account manager for a complete list of DSP BidSwitch Seat IDs.

Using SSP Seat ID

SSPs can also choose to use their own Seat ID taxonomy instead. One rationale for using the SSP Seat ID is to prevent potential Seat ID confusion. For example, SSP Seat ID 80 is associated to DSP "A" and BidSwitch Seat ID 80 is associated to DSP "Z".

To use SSP Seat ID, the SSP will need to create a Seat ID within their system and then provide the DSP with their SSP ID. The DSP will then need to log into the myBidSwitch UI and set the BSW/SSP mapping ID. For example if DSP "A" has a BidSwitch Seat ID of 10 and the SSP assigns a Seat ID of "ABC1234," BidSwitch will ensure that the Bid Response will contain the SSP taxonomy and not BidSwitch Seat ID for their requests.

Example Bid Requests using SSP Seat ID

```
{
  "id": "a979a8ca ",
  "user": {
    "buyeruid": "928d0c7",
    "id": ""
  },
  "wseat": ["ABC1234"],
  .....
}
```

Example Bid Response using SSP Seat ID

```
{
  "seatbid": [
    {
      "seat": "ABC1234",
      "bid": [{...}]
    }
  ]
}
```

BidSwitch DSP Seat Mapping

Using Seat IDs

ADVANTAGES TO SEAT MAPPING

Reporting Visibility

Creating visibility into the Seat IDs will provide clarity in reporting at the DSP level, to understand how BidSwitch spend is broken down by DSP and Agency/Advertiser level.

More Control Over Bid Activity

With more visibility and deeper understanding of DSP activity represented by BidSwitch, SSPs can gain the same control over BidSwitch DSP partners as directly integrated DSPs (ability to block, prioritize, etc.)

Opportunity to Strengthen DSP Relationship

Understanding spend behind BidSwitch will help inform how the SSP can work directly with the DSPs to better understand what inventory they are interested in—and potentially increase revenue.

Use Seat ID to send requests to specific DSPs on BidSwitch

BidSwitch allows SSPs to set which DSPs should receive certain requests using the **wseat**. This can be used for general bid requests or for Private Market Place (PMP) deals.

OPEN AUCTION

By setting the **wseat** in the bid request main body, BidSwitch will know which DSP(s) to send the request to. In the example to the right, the SSP indicated that bid requests is meant for the DSPs with the following seat ids: 46, 16, 79, 109, 59.

```
{
  "id": "a979a8ca-0781-4b89-b289-bb446d55ec21",
  "user": {
    "buyerid": "928d0c74-4c97-4419-b7cb",
    "id": "1753a6be-025d-45e4-a548-4bffc47cab48"
  },
  "wseat": ["46","16","79","109","59"],
  .....
}
```

```
{
  .....
  "pmp": {
    "deals": [
      {
        "id": "deal-1",
        "wseat": ["58","45","1","5"],
        "bidfloor": 2.5,
        "at": 1
      },
      {
        "id": "deal-2",
        "wseat": ["56","35","45"],
        "bidfloor": 3.5,
        "at": 2
      },
      {
        "id": "deal-3",
        "bidfloor": 10,
        "at": 2
      }
    ]
  }
  .....
}
```

OPEN AUCTION: PRIVATE MARKET PLACE (PMP/DEAL ID) REQUESTS

By setting the **wseat** in the PMP object main body, BidSwitch will know which DSP(s) to send the deal request to. In the example to the left, the SSP has indicated the following:

- Only DSPs 58,45,1,5 should see the deal ID “Deal-1” with floor price of \$2.5
- Only DSPs 56, 35, 45 should see deal ID “Deal-2” with floor price \$3.5
- All DSPs including 1,5,35,45,56,58 should see the deal ID “Deal-1” with floor price \$10

BidSwitch DSP Seat Mapping

Using Seat IDs

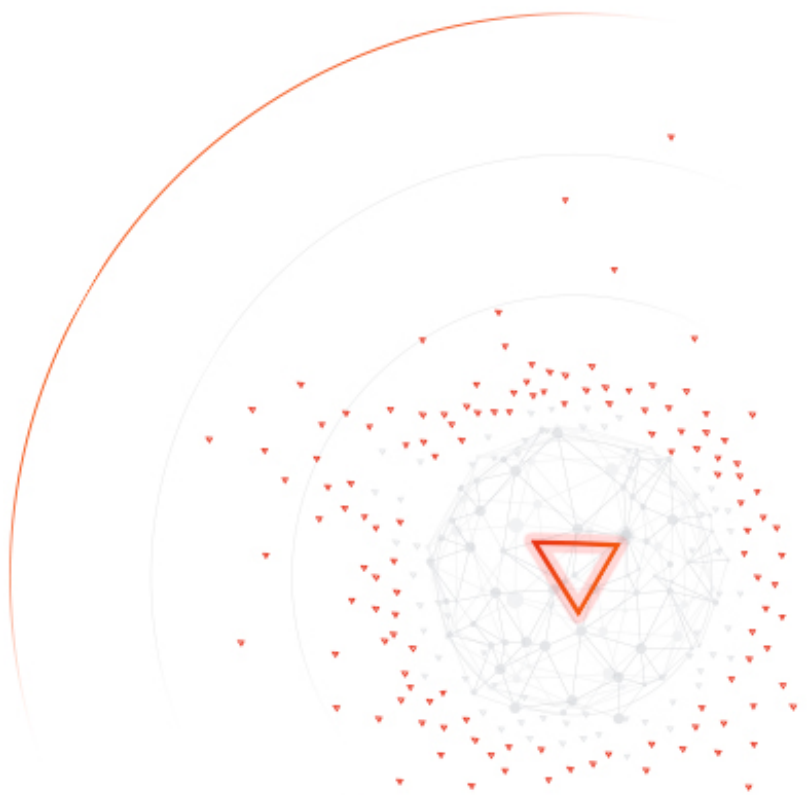
PRIVATE AUCTION PRIVATE MARKET PLACE (PMP/DEAL ID) REQUESTS

Any requests that indicate that the deal is/are for a private auction, BidSwitch will ensure that only the seat IDs populated in the wseat will receive the bid requests.

```
{
.....
,"pmp": {
  "private_auction": 1
  "deals": [
    {
      "id": "deal-1",
      "wseat": ["58","45","1","5"],
      "bidfloor": 2.5,
      "at": 1
    },
    {
      "id": "deal-2",
      "wseat": ["56","35","45"],
      "bidfloor": 3.5,
      "at": 2
    },
    {
      "id": "deal-3",
      "bidfloor": 10,
      "at": 2
    }
  ]
}
.....
}
```

In the example to the left:

- Only DSPs with the seat ID 58,45,1,5 will see deal token “Deal-1”
- Only DSPs with the seat ID 56, 35, 45 will see deal token “Deal-2”
- **No DSPs** will see deal token “Deal-3”



PLEASE NOTE:

For Bid Requests that have PMPs and are marked as private deals (private_auction:1), you do not need to set the wseat in the main body. It will be considered only available to the DSPs that are declared in the PMP object.

For open auction with or without open PMPs

If you do not set the wseat in the main body then all DSPs will receive the bid requests. If you have PMPs that have declared wseat, then only the declared DSPs will see the deal ID token. If you have PMPs without wseat all DSPs will see the deal ID token.

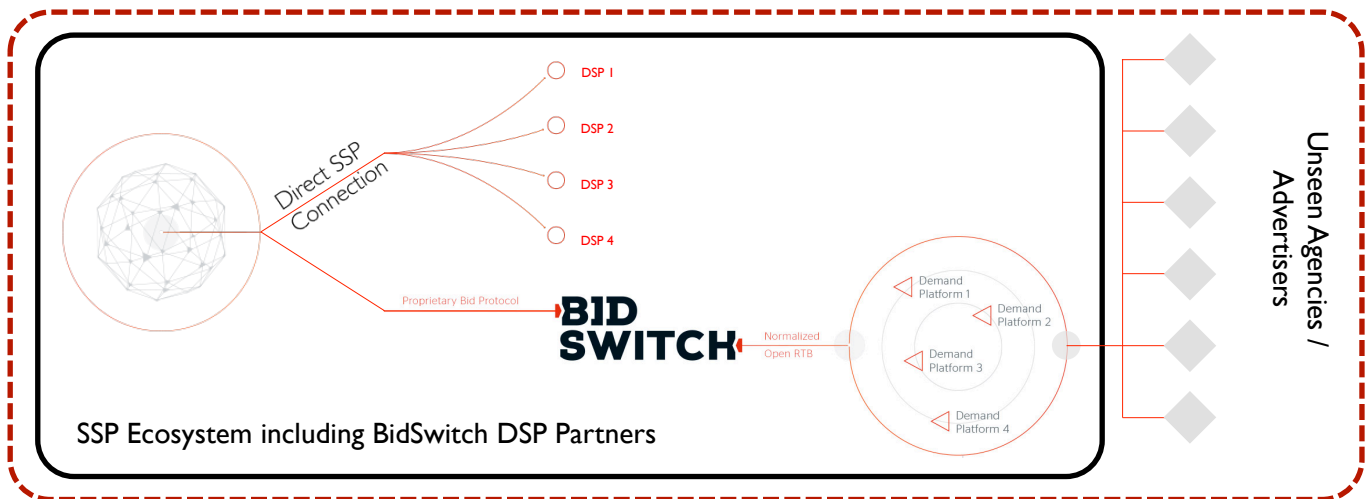
Advertiser & Agency Seat Mapping

How to Use Advertiser and Agency Seat IDs

Discovering the Advertisers/Agencies behind BidSwitch DSPs:

Similar to having limited ability for SSPs to see the DSPs represented by BidSwitch, SSPs may also lack visibility into the agencies/advertisers using each DSP. BidSwitch can enable SSPs to receive agency/advertisers name and/or IDs if the DSPs is willing to proactively to share such information.

By reporting on seat ID alone, SSPs will not be able to see the advertisers or agencies behind DSPs and may not be able to truly understand the various limitations and inventory needs. This limited visibility could lead to missed opportunities for increasing revenue. The diagram below shows the SSP ecosystem if only the seat ID is being report on.



By enabling and reporting on the advertiser/agency IDs or names, the SSP will be able to have even further visibility into BidSwitch, its DSPs, and their agency/advertisers.

HOW TO CAPTURE AGENCY/ADVERTISER ID/NAMES?

BidSwitch can only offer this option to SSPs that have Specs which accept these fields.

- Reach out to active buying DSPs to request that they pass the agency/advertiser information via the BidSwitch bid response
- Ensure your Spec is updated to accept these fields

The current BidSwitch Spec allows DSPs to pass the available information through the openRTB “ext” field to have.

Each field “advertiser_name”, “agency_name”, “agency_id” are marked as optional in the BidSwitch spec but can be set as mandatory if the SSPs wishes.

```
{
  "id": "1234567890",
  "seatbid": [
    {
      "seat": "8"
      "bid": [
        {
          .....,
          "ext": {
            "advertiser_name": "Coca-Cola",
            "agency_name": "Havas"
            "agency_id": "12345"
          }
        }
      ],
    }
  ]
}
```

Example
Contain fictitious information

Advertiser & Agency Seat Mapping

Using Agency Seat IDs

ADVANTAGES OF USING AGENCY/ADVERTISER ID/NAMES:

Having the ability to process the information. The SSP will then be able to:

Deeper Understanding of Your Buyers

Get even deeper clarity around who is buying your inventory. Better reporting visibility will help you develop better insights on buying activity and engage directly with buyers, even at the agency/advertiser level.

Operational Setup Efficiencies for PMP

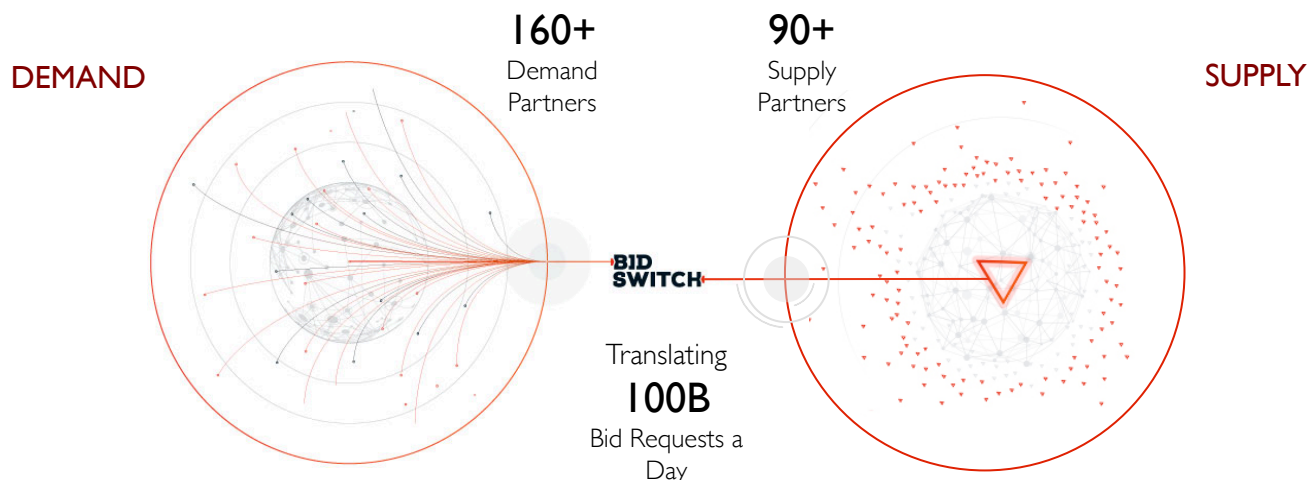
Seat mapping will inform you on how to efficiently setup Private Marketplace Deals. Reduce the amount of back and forth between DSP, agency, and advertiser parties with greater visibility into who wants to do deals.

Increase Revenue from Agencies/Advertisers

Build direct relationships with Agencies/Advertisers to optimize performance on both sides. Understanding your buyers will help inform better decisions that can lead to increased revenue.

WHAT IF I DO NOT USE OPENRTB?

- BidSwitch is spec agnostic and will implement to SSP spec protocol version. However, to fully benefit from BidSwitch and ensure greater visibility, it may require some changes to the original spec to ensure BidSwitch knows how to provide the additional information.



GET CONNECTED TODAY

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

BID SWITCH