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.”

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

<table>
<thead>
<tr>
<th>DAYS</th>
<th>DESCRIPTION</th>
<th>KICK-OFF</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Addendum signing</td>
<td></td>
<td>BidSwitch TruePrice implementation</td>
<td>BidSwitch TruePrice fully enabled</td>
<td>Meaningfull metrics assessment</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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

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

**PAYING LESS FOR THE SAME IMPRESSIONS**

With BidSwitch True Price, PlaceIQ 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.

“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.”

PlaceIQ Team Lead

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