

BidSwitch Cookie Matching for DSPs

The matching process between DSP cookie ID and the SSP 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. 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 them to make an intelligent decision to serve the most appropriate advertisement. 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 a DSP will cookie sync the following way:

- a) Put cookie sync tag on an advertiser page
- b) Cookie sync with all directly connected SSPs

Traditional method of syncing with a direct connection:

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

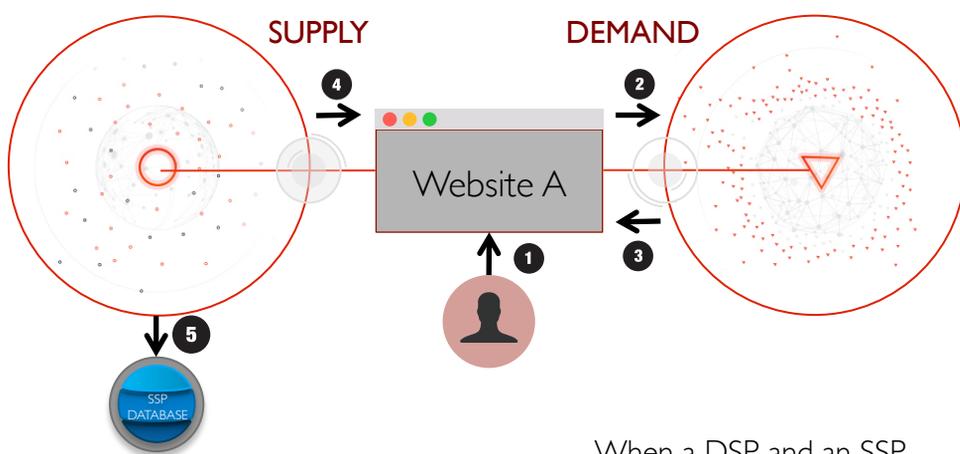
BIDSWITCH

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

- a) BSW is not an SSP
- b) BSW will only sync with one of the SSPs that the DSP is listening to through BSW but not ALL SSPs.

The average DSP on BidSwitch is connected to 10/20+ SSPs. The typical DSP only syncs with users that land on the page. Unfortunately, BidSwitch only syncs with 1 SSP at a time. If a DSP listens to 20 SSPs and sees a user once a day, it could take 20+ days to sync with all SSPs.

(please note SSPs initiate the sync and cookie sync process should be slightly faster.)



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.

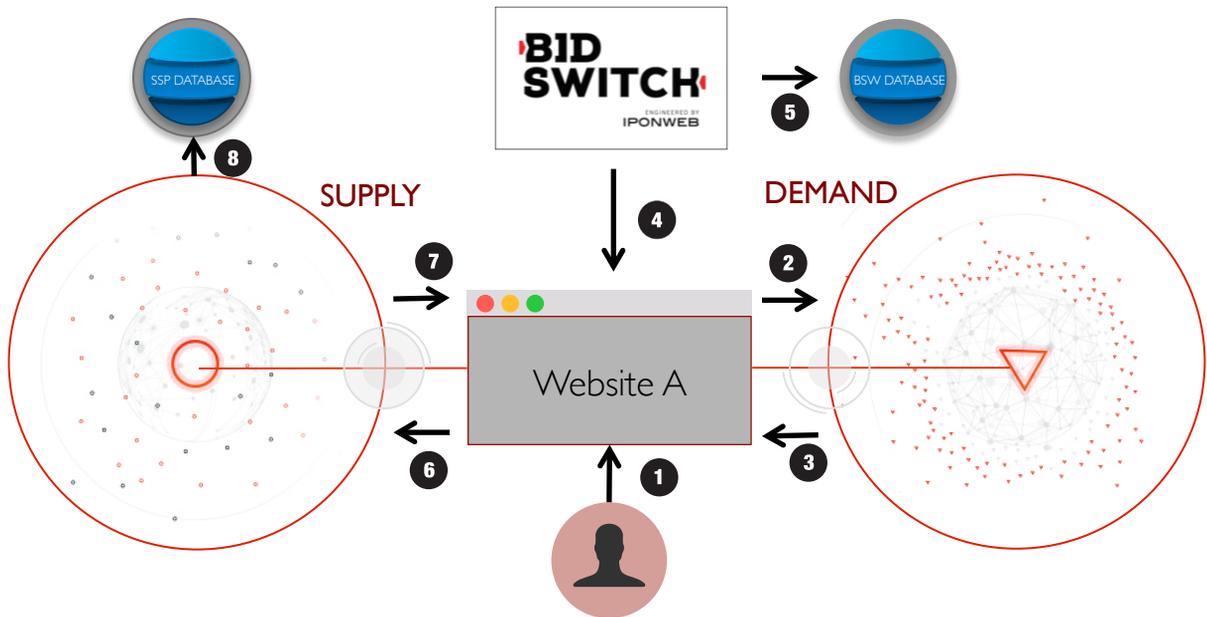
Process Explained:

1. User lands on an Advertiser page, which executes a DSP tag.
2. DSP tags run on a page and drop cookies to user's browsers (e.g. DSP_cookie_123)
3. DSP pixel redirects to **all** SSP's cookie pixels passing its cookie ID (DSP_cookie_123).
4. SSP drops a cookie in user's browser (e.g. SSP_cookie_54321)
5. SSP matches DSP's cookie ID with its own and stores them in its database/cookie.

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 its own cookie ID.

BidSwitch Cookie Matching for DSPs

Cookie Syncing with SSPs 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 a DSP tag.
2. DSP tag runs on a page and drops a cookie to user's browser (e.g. DSP_cookie_123).
3. DSP pixel redirects to BSW's cookie pixel passing its cookie ID (DSP_cookie_123).
4. BSW drops a cookie (e.g. BSW_cookie_54321).
5. BSW stores the DSP cookie ID – DSP_cookie_123 with BSW_cookie_54321.
6. BSW redirects to a randomly selected SSP that is not cookie synced with the DSP and receives BSW cookie ID - BSW_cookie_54321
7. SSP drops its cookie (e.g. SSP_cookie_9876)
8. SSP matches BSW cookie ID with its cookie ID and stores them in its Cache/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_9876",  
  "buyeruid": "BSW_cookie_54321"  
},  
  .....  
}
```

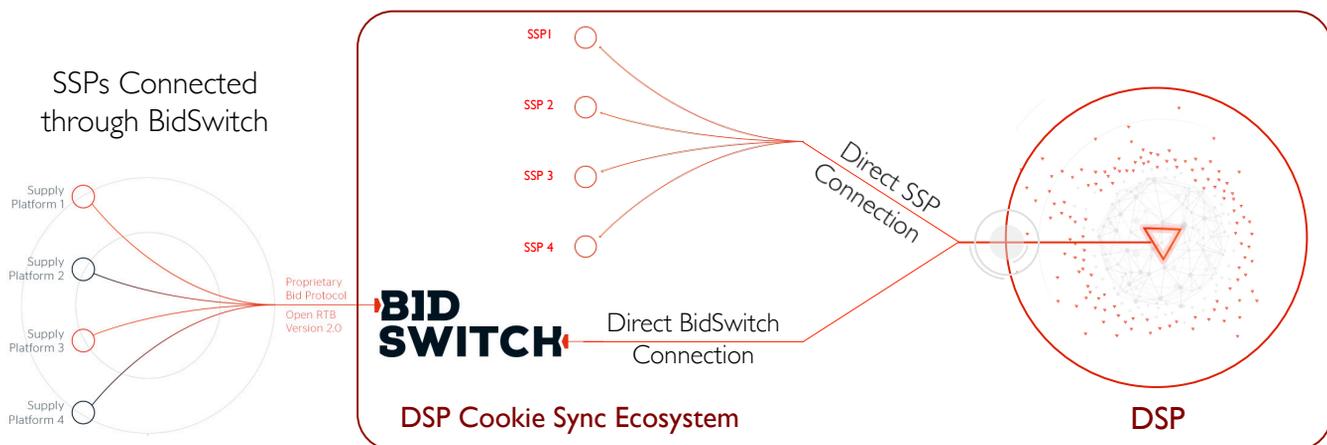
BSW to DSP bid request

```
{ "user" : {  
  "id": "BSW_cookie_54321",  
  "buyeruid": "DSP_cookie_123"  
},  
  .....  
}
```

BidSwitch Cookie Matching for DSPs

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

If a DSP simply cookie synced with BidSwitch as if it were a separate SSP, it would then take a longer than usual time for the DSPs to ramp up and build its cookie pool. In order to ramp up more rapidly with BidSwitch, a more specific cookie syncing process is recommended.



DSP/BidSwitch Cookie Syncing Solution:

While it is also the responsibility of the SSPs to play an active part in the cookie syncing process, BidSwitch strongly recommends the following steps:

- Set BidSwitch cookie expiration date to less than 30 days. Ideally less than 10 days. This will enable the BSW system to cookie sync with SSPs more often and ensure cookies have not expired.
- Aim to cookie sync a user with BSW 10 to 20 times a week, so the sync process reaches all SSPs.
- If there is any cookie logic, ensure that BidSwitch is set with a high priority.

This will enable BidSwitch to be able to efficiently perform the cookie sync process with all the partners the DSP is listening to.

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For any additional questions, contact:
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