

SUPPLY PARTNERSHIP

Selection Criteria & Process

**BID
SWITCH**

ENGINEERED BY
IPONWEB



SUPPLY PARTNER SELECTION & PRIORITIZATION CRITERIA

3 main factors are assessed in getting partners into our supply integration queue:

Business

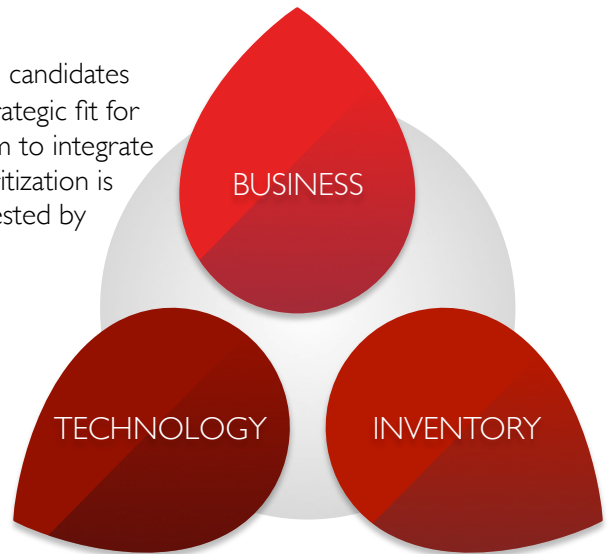
BidSwitch supply partnerships are demand driven. We evaluate candidates on the basis of general inventory market value potential and strategic fit for BidSwitch. This means we assess what the market needs and aim to integrate with Supply Partners based on our existing inventory mix. Prioritization is given to candidates who are directly referred or explicitly requested by existing and/or prospective BidSwitch Demand Partners.

Inventory

BidSwitch is dedicated to providing access to supply inventory within strict quality criteria. We never allow plug-ins or resold, non-human traffic. Prioritization is given to Supply Partner Candidates with exclusive and/or differentiated offering.

Technology

BidSwitch currently only integrates with Supply Partners with programmatically-enabled platforms. Most of our Supply Partners follow the OpenRTB protocol, but this is not a requirement. Prioritization and onboarding timelines are impacted by integration feasibility.



PARTNERSHIP PROCESS



- BidSwitch team performs research & evaluation to determine prioritization and/or approval
- Introductory phone call to qualify partnership value and provide BidSwitch overview
- Upon approval, BidSwitch will send mNDA for Supply Partner signature
- Complete mNDA
- Supply Partner Questionnaire sent
- Completed Questionnaire is evaluated
- Further information may be required including BidSwitch Demand Partner referral
- Supply Partner provides business entity information
- BidSwitch Supply Partner commercial agreement drafted and fully executed
- Integration timeline scheduled
- Development, testing & discrepancy check performed
- Once discrepancy test is passed, Supply Partner is fully implemented
- Supply Partner will appear in BidSwitch Demand UI