

Introducing Bid Enrichment on BidSwitch

What is Bid Enrichment?

We all understand the importance of first and third party audience data and the role it plays to achieve effective programmatic marketing. Given the complex challenges around sharing and integrating data in a fragmented and disconnected environment, it is difficult to achieve scale and position data effectively.

Bid Enrichment (B.E.) represents a new way of introducing this valuable data into the programmatic ecosystem via the existing RTB pipes. It's an exciting new initiative with lots of potential and together with our partners, we are thrilled to be bringing user data activation to the next level of efficiency and accuracy via the BidSwitch ecosystem.

Put simply, Bid Enrichers represent a new type of participant in the programmatic ecosystem; high-profile, specialist data providers that leverage the BidSwitch infrastructure to distribute valuable, proprietary audience data for themselves and their partners. Operating as a hybrid combination of SSP & DSP, Bid Enrichment partners effectively identify and match users in the bidstream; then layer relevant audience data for distribution to the demand side, in real-time.

Why might this be interesting for you?

We believe enabling first and third party data distribution through Bid Enrichment across the BidSwitch ecosystem creates value for all the partners in the programmatic chain.

- Enables 1st and 3rd party data players to distribute data in a privacy-safe, scalable and highly relevant context.
- It increases the quality and relevance of inventory for all parties, with proven user-validation.
- Gives DSPs gain easy access to valuable, matched, 1st and 3rd party data, otherwise difficult to access at scale.
- Provides agencies and advertisers with better insights and targeted consumer audiences.
- Publishers and supply partners gain higher CPMs through greater liquidity and inventory valuation, without cannibalising original SSP bid requests normally distributed via BidSwitch.



Who is a Bid Enricher?

BidSwitch is excited to announce a unique strategic partner:



- Experian is a global leader in data and consumer insights and a trusted data partner for thousands of organisations in handling their first party data. Experian can help brands to activate their CRM data in digital channels while maintaining the safety and privacy of customers.
- Experian is one of the leading global providers of high-quality third party data. Using core products Mosaic, ConsumerView, and customer built audiences Experian has helped thousands of the world's leading brands interact more intelligently with their consumers. Marketing today revolves around the customer experience and Experian provides the insight, technology and expertise required to drive more relevant, seamless and enjoyable customer interactions.

MARKETS : UK (International TBA)
LIVE DATE : DEC 2016 (International TBD)

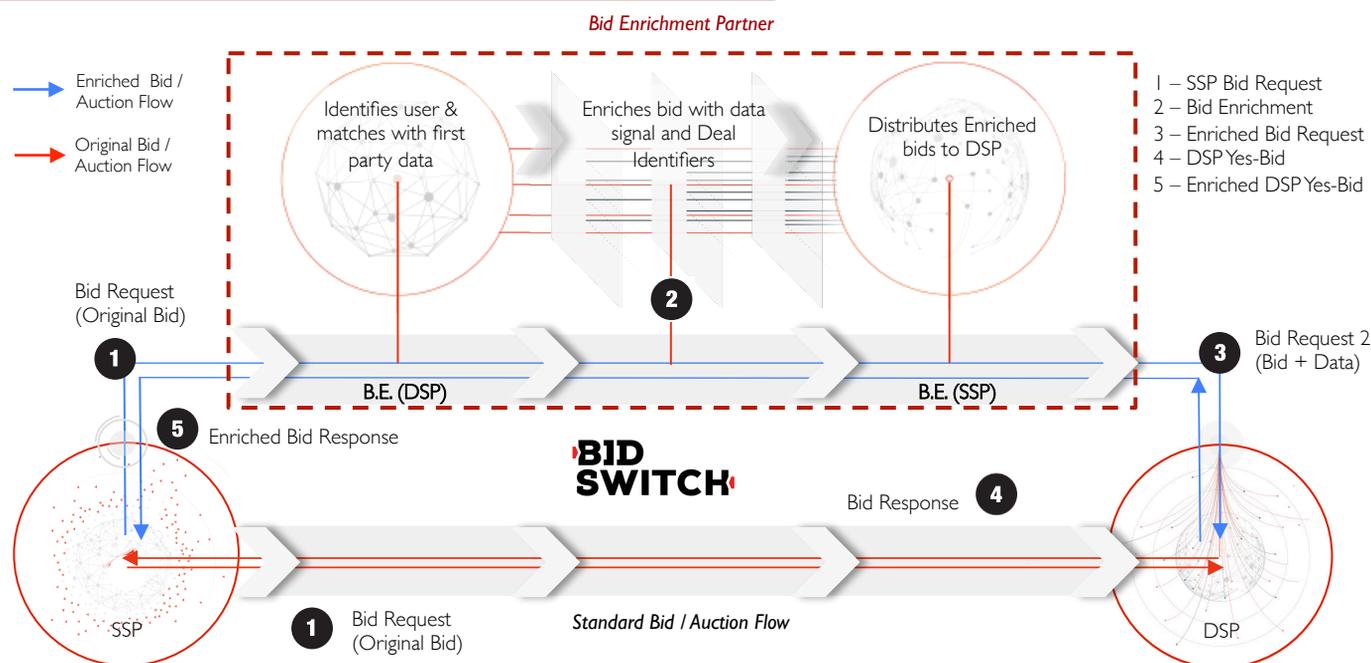
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How Does it Work?

A Bid Enrichment partner effectively operates using a hybrid combination of DSP and SSP functionality. This is designed to enable these partners to listen to the bidstream from SSP partners, identify and match users where they have proprietary first party data assets and then enrich these specific bid requests with their unique data signals and Deal Identifiers to pass through to connected DSP partners. Upon being bought by a DSP partner, the Bid Enricher, effectively re-transmits a converted impression opportunity back into the ecosystem to initiate a fair auction amongst other demand-side bid offers to the originating SSP within BidSwitch via multi-bid functionality for supply platforms.

This Bid Enrichment opportunity is distributed in addition to a regular bid opportunity from an SSP. So a DSP may see an original bid request as well as a mirrored, enriched-bid for the same auction. The enrichment process will not transform bid data or create any additional time-out issues under the parallel process.

The Bid Enrichment Process



Working with Bid Enrichment Partners

FOR SSPs

- Bid Enrichment partners will appear as a separate DSP in the BidSwitch UI and follow normal connection processes.
- Any SSP needs to approve the connection request and in doing so validate that they consent to support any Bid Enrichment activity and partnership commercially.
- A Bid Enrichment partner will then commence listening to traffic from the SSP, layering on data and distributing a mirrored bid with data signal to DSP connections where relevant.
- Please note that the Bid Enrichment process is not expected to create any publisher pages timeout issues.
- Any bid passed via a Bid Enriched partner will also include originating DSPs declared advertiser and landing page without change by BidSwitch or the Bid Enrichment partner. Controls/blocks already in position for trading will remain.

FOR DSPs

- Bid Enrichment partners will appear as a separate SSP in the BidSwitch UI and follow normal connection processes to initiate a connection.
- The DSP needs to then work directly with the Bid Enrichment partner to align and understand appropriate Deal ID's and representative data attributes attributed to the bid.
- The Enrichment process is in addition to a regular DSP-SSP bid relationship; so a DSP may see both an original bid request as well as a (mirrored) Enriched Bid from the same SSP, for the same auction. Both bid requests would be valid, with the winner determined via SSP auction.
- Equally any bid passed via a Bid Enriched partner back to the SSP will not be affected or transformed in any way.