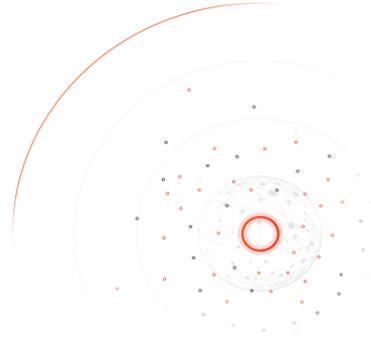


SMARTSWITCH FAQ:

Your SmartSwitch Questions Answered



1. What is SmartSwitch?

SmartSwitch is an intelligent routing system, that uses proprietary machine learning to continually assess a Demand Platform's (i.e. DSP's) optimal buying pattern. SmartSwitch dynamically routes, filters, and delivers bid requests towards the desired/targeted inventory customized to each Demand Platform. Check out the [SmartSwitch Overview](#) to learn more.

2. How does SmartSwitch work?

BidSwitch receives the entire bidstream from 110+ Supply Partners. SmartSwitch combines this data with proprietary machine learning to assess a Demand Partner's optimal buying pattern. A "control bid group" (% of Demand Partner's QPS) is continuously delivered randomly for learning purposes. The rest of the delivered bid requests will be modeled and optimized around each unique Demand Partner's bid patterns. The data is pulled from actual buying and winning behavior from the last 24 hours, updated regularly throughout the day. SmartSwitch will continually maximize the QPS with the most optimal inventory available. Any new inventory will be immediately routed to the Demand Partner if it is deemed optimal and relevant to that particular partner, at that particular time, based on the continual assessment.



3. What parameters are used when optimizing traffic with SmartSwitch?

SmartSwitch looks at a myriad of parameters including: Users (cookies, IFA, etc), Domain/Site/Exchange/Apps, Device/Inventory Type, Creative Size/Type, Geo location, and many more. The most significant two attributes utilized are what the Demand Partner bids on and wins.

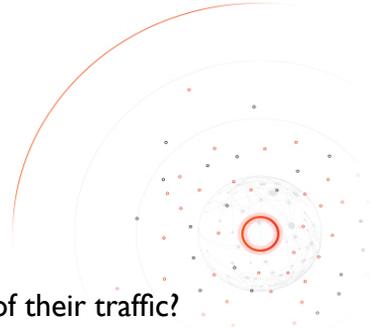
4. Does BidSwitch throttle traffic to Demand Partners?

Yes, BidSwitch has the ability to set QPS caps by DSPs but also has dynamic throttling via SmartSwitch, which is continually working to create custom, optimized bidstreams that enable better performance with lower listening costs. DBM by Google is the only Demand Partner exception--all bidstream traffic is passed without SmartSwitch throttling to DBM.

5. How do I know that SmartSwitch is sending the best traffic to Demand Partners?

BidSwitch is a neutral and transparent middle layer that looks at a Demand Partner's buying pattern holistically. SmartSwitch is able to optimize traffic and adapt it for a given Demand Partner. The system does not look to send the most expensive or otherwise prioritized traffic; but instead seeks to send the most relevant traffic that the Demand Partner is targeting, while reducing the "noise" and costs associated by attempting to listen to everything. [Case studies](#) have proven that when a Demand Partner tested bidding performance with SmartSwitch vs. without SmartSwitch, using SmartSwitch had no negative impact on bidder win rate, while reducing overall costs associated with higher volumes of bid traffic.

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6. How can a Supply Partner enable a Demand Partner to receive more of their traffic?

The more a Demand Partner buys a Supply Partner's inventory the less SmartSwitch will throttle it. Supply Partners should consider contacting BidSwitch Demand Partners directly to discuss their targeting needs and how their inventory is relevant. Proactively evangelizing and promoting inventory to Demand Partners to generate more awareness around new or unique inventory would also encourage more interest and increase buying patterns.

7. Why shouldn't a Supply Partner disable SmartSwitch and send all traffic to Demand Partners?

Most Demand Partners are unable to handle all Supply Partner bidstream traffic. In fact, enabling this could make their technology-related costs extremely high, negatively impacting profitability. SmartSwitch solves this issue by optimizing and sending only the bid traffic that Demand Partners actually want. This will result in better bid density quality for Supply Partners as well as provide a smarter way to limit bidstream traffic for Demand Partners needing to throttle traffic anyways.

8. How does SmartSwitch impact Private Marketplace (PMP)?

As long as the PMP is flagged as private, SmartSwitch will not throttle PMP related traffic.

9. Why shouldn't Supply Partners consider asking Demand Partners to do a direct integration?

Based on our case studies and first-hand experience, switching to direct integration and disabling SmartSwitch does not lead to increase in media spend. BidSwitch saves partners enormous costs and time associated with maintaining and supporting multiple direct integrations. SmartSwitch also offers better bidstream optimization than most Supply Partners. There are several additional cost-reducing features and services for BidSwitch buyers that would make direct connection very unlikely to lead to increase profitability and performance for both Supply and Demand Partners.

10. Can SmartSwitch be controlled by Supply Partner?

At this time, SmartSwitch cannot be directly turned on or off by any Supply Partner or targeting parameter. SmartSwitch quickly learns from a Demand Partner's bidding and buying habits. Which Supply Partner inventory a Demand Partner is bidding on is a heavily-weighted parameter in this assessment. If we see a Demand Partner is never bidding (or heavily bidding) on a specific Supply Partner, SmartSwitch will quickly adjust the bid request volume being sent, accordingly. SmartSwitch will always send out a small fraction of randomized bid requests from all Supply Partners to gauge whether there may be certain segments which could be of interest at any given time, even if we see very little historical bidding. This continued control group helps SmartSwitch alter bid requests as a Demand Partners targeting needs change. BidSwitch is exploring future features wherein our partners can override SmartSwitch through certain parameters, such as by Supply Partner, geo, domain, etc. We will keep partners abreast of new offerings as soon as they are available.

If you have any further questions regarding SmartSwitch please contact your BidSwitch Account Manager.

Email us at sales@bidswitch.com | Visit us at www.bidswitch.com | Follow us on twitter @bidswitch