

## Flexible Fee Assignments on BidSwitch Demand Partners FAQ

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## Introducing Flexible Fee Assignments on BidSwitch

### **What is BidSwitch Flexible Fee Assignments on BidSwitch?**

As part of our ongoing effort to provide BidSwitch Demand partners with offerings that meet various business needs, we have introduced Flexible Fee Assignments on BidSwitch. BidSwitch Supply Partners will now have the option to accept the BidSwitch Trading Fee, which has historically only been assigned and billed to you, our Demand Partners.

### **What are the benefits of Flexible Fee Assignments on BidSwitch?**

This can be customized for each of your BidSwitch-connected Supply Partners. This option enables Supply Partners to send proposals to pay the BidSwitch Trading Fee via the myBidSwitch.com UI. For partners trading in Connect Mode, no changes to the fee amount will occur, the Supply Partner will simply start incurring the fees upon your acceptance of their proposal.

# BID SWITCH FAQ

## Activating Flexible Fee Assignments on BidSwitch:

### How do partners activate BidSwitch Flexible Fees?

To activate BidSwitch Flexible Fees, a supply partner must propose to become a fee payer. Once a supply partner does so, you will see a button that says “Fee Payment Proposed” under the column labeled “Status & Actions” within the BidSwitch UI Supply Partner section. Please click on that button and select “Accept Proposal” to confirm. The supply partner will start assuming trading fees within 1 hour.

### Once activated, how long does it take for a Flexible Fee change to occur? What happens if I switch over mid-month?

The new fee structure will be live within 1 hour after you “Accept Proposal”. Once you accept the supplier’s request to become the fee payer, the system will process the update and new settings will be applied. Also, please note that if the BidSwitch Trading Fee is taken on by your Supply Partner after the first of the month, you will still be responsible for the fee for the period of the month before the Supply Partner assumed the fee.

### Can I request that a trading partner (Supply Partner) accept the BidSwitch Trading Fee?

While you cannot request that a supply partner accept the BidSwitch Trading Fee in the BidSwitch UI at this time, please feel free to reach out to your designated supply partners directly to discuss.

### How will I be notified that a new Supply Partner has sent a connection request or an existing Supply Partner has offered to become the BidSwitch Fee payer on my behalf?

You will see an update in your BidSwitch UI (see screenshots below) and also receive an email notification after each new Supply Partner has sent you either a new connection request or each existing Supply Partner has sent you either a new connection request or each existing Supply Partner has sent a proposal to become the fee payer. You can then accept or decline their offer by going to the Supply Partner page in your BidSwitch UI.

### How do I accept a connection request from a new Supply Partner?

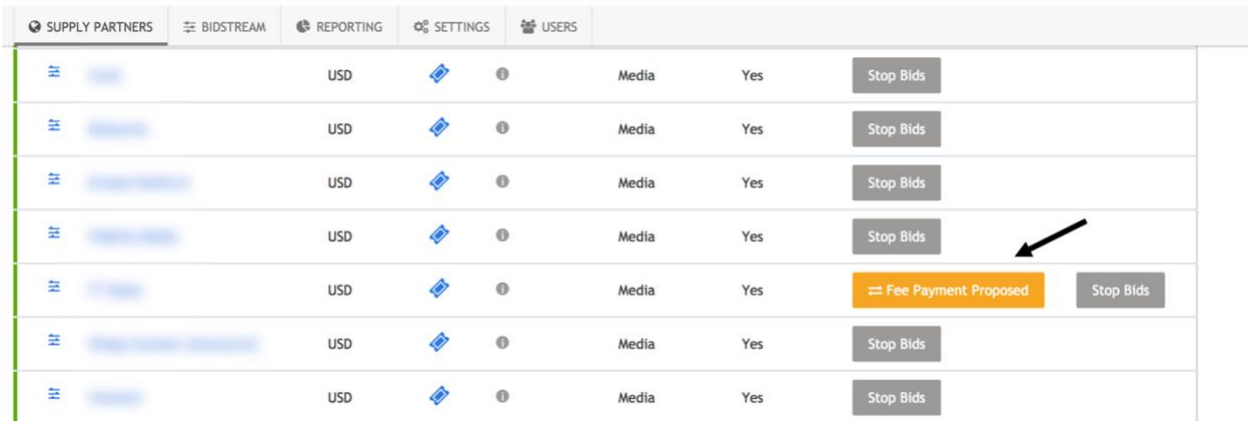
Once you are on the Supply Partners page in the BidSwitch UI, you will notice a “Connection Requested” button next to Supply Partners who have sent requests in the Connection Requests section.

Partner Name	True Price	Currencies	Seats	Requirements	Trading Mode	Trading Fee	Status & Actions
[Redacted]	N/A	USD	🔗	●	Media	No	📩 Connection Requested
[Redacted]	N/A	USD	🔗	●	Media	No	📩 Connection Requested

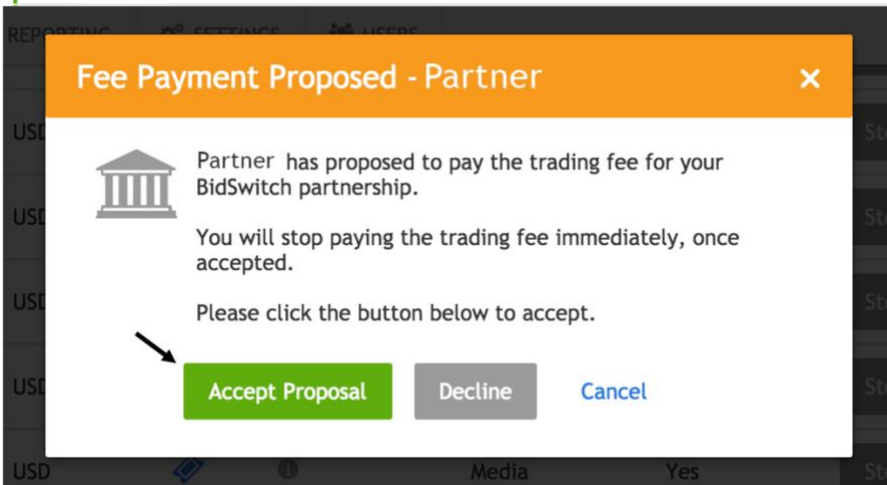
# BID SWITCH FAQ

## How do I accept a proposal from an existing Supply Partner who sends a request to become the BidSwitch Fee payer on my behalf?

Once you are on the Supply Partners page of the BidSwitch UI, you will notice a “Fee Payment Proposed” button next to the Supply Partner who has offered to become the BidSwitch Trading Fee payer under the Trading Partners section. Click on that button to accept. Please see workflow screenshots below:



SUPPLY PARTNERS	BIDSTREAM	REPORTING	SETTINGS	USERS			
		USD			Media	Yes	Stop Bids
		USD			Media	Yes	Stop Bids
		USD			Media	Yes	Stop Bids
		USD			Media	Yes	Stop Bids
		USD			Media	Yes	Fee Payment Proposed Stop Bids
		USD			Media	Yes	Stop Bids
		USD			Media	Yes	Stop Bids



## How can I propose to accept the BidSwitch Trading Fee on behalf of a Supply partner?

Once you have accepted a supply partner’s request to become the fee payer, you cannot revert back via the UI. If the terms of your arrangement as a buyer change with a seller and you would no longer like the supply partner to be the fee payer, please contact your Account Manager or [pricing@bidswitch.com](mailto:pricing@bidswitch.com)

# **BID SWITCH** FAQ

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## **How will I know who is assuming the BidSwitch Trading Fee?**

This will be indicated in the BidSwitch UI. Within the Supply Partners section, you will see a column labeled “Trading Fee”. If you are paying the BidSwitch Trading fee, it will be marked “Yes” in the column. If you are not paying the BidSwitch Trading fee, it will be marked “No”.

## **What if I only want to accept the BidSwitch Trading Fee for specific traffic/inventory types?**

The BidSwitch trading fee is applied at the trading pair level (per partner). It cannot be applied to specific traffic/inventory types.

## **Do the fees applied to SSPs exactly match the fees I currently pay to BidSwitch?**

The fee structure for SSPs will very closely match our standard fees to DSPs, including basic tiers based on volumes. Exact pricing will vary by SSP depending on their own volumes of trading through BidSwitch.

## **General Questions & Support:**

### **Who can I contact for further information?**

You can reach out to [pricing@bidswitch.com](mailto:pricing@bidswitch.com) for more information.