

## Flexible Fee Assignment on BidSwitch for Supply Partners FAQ

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## Introducing Flexible Fee Assignment on BidSwitch

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

As part of our ongoing effort to provide BidSwitch partners with transparency and control, we are introducing Flexible Fee Assignment on BidSwitch. Beginning early August, you will have the option to accept and pay the BidSwitch trading fee on behalf of BidSwitch Demand Partners (new and already connected).

# BID SWITCH FAQ

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## What are the benefits?

Flexible Fee Assignment on BidSwitch will help our Supply Partners support their business needs and stay competitive in our ever-changing ecosystem with the following benefits:

### Flexible Billing Models:

Several billing options will also now be available, so that partners can elect to have their fee applied using bid reduction, or via separate monthly invoice in order to best support each partner's preferred practices.

### Operational Ease for Private Deals/ PMP Trading:

Historically, BidSwitch Trading Fees have sat with DSPs, making it difficult for SSPs to accurately factor the fee into Private Deals and potentially causing issues with Private Deals not clearing floors. When BidSwitch Trading Fees sit with SSPs rather than DSPs, Private Deals trading occurs seamlessly (inventory always clears the floor).

## Activating Flexible Fee Assignment on BidSwitch

### How do I activate Flexible Fee Assignment on BidSwitch?

To activate BidSwitch Flexible Fee Assignment, just reach out to your account manager to sign an addendum allowing BidSwitch to activate flexible fees. If you do not have a designated account manager, please reach out to [pricing@bidswitch.com](mailto:pricing@bidswitch.com).

### How can I propose to Demand Partners to accept the BidSwitch Trading Fee be accepted by me as an SSP?

After signing an addendum and activating BidSwitch Flexible fees, just go to the Demand Partners section of the UI and select "Become Fee Payer" under the Actions column for the partners you wish to propose to accept the BidSwitch Trading Fee on behalf of.

### How can I send a connection request to a new Demand Partner?

We are excited that for the first time in BidSwitch history, our Supply Partners will have the ability to send connections requests to new Demand Partners! After signing an addendum and activating BidSwitch Flexible Fees, just go to the Demand Partners section of the UI and select "Request Connection" next to each Demand Partner you would like to send a connection request to under the "Not Connected Partners" section. Once the Demand partner accepts your request, you will be connected!

***\*Please note: When requesting new demand connections, you are automatically agreeing to pay the BidSwitch Trading Fee on their behalf.***

# **BID SWITCH** FAQ

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## **Can I apply Flexible Fee Assignment on BidSwitch for just one buyer?**

Yes, you can select buyers independently to activate Flexible Fee Assignment on BidSwitch or request a connection with a new demand partner in the Demand Partners section of the UI.

## **What are the technical implementations?**

Client-side technical implementation is not required.

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

This will be indicated in the BidSwitch UI. Within the Demand 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.

## **Post-Activation:**

### **Once activated, does the fee start immediately? What happens if I switch over mid month?**

Once any given buyer accepts your request to become the fee payer, the system will process the update and new settings will be applied. This will take place within an hour after a Demand Partner accepts your proposal to become the fee payer. This allows you to activate at any time.

### **Can I customize the fee I pay per DSP partner?**

You cannot customize the fee per DSP partner. Fees will be included in the upcoming addendum.

### **What if I unintentionally proposed to accept a fee on behalf of a demand partner?**

If you unintentionally selected “Become Fee payer”, you will see a button appear next to it that says “Withdraw” if a demand partner has not accepted it yet. Please select that to withdraw your proposal.

### **Can I turn off the BidSwitch Trading fee once it has started?**

Once a buyer has accepted your request to become the fee payer you cannot revert back via the UI. If the terms of your arrangement as a supplier change with a buyer and you are no longer going to be the fee payer then you will need to contact your Account Manager or email [pricing@bidswitch.com](mailto:pricing@bidswitch.com).

# BID SWITCH FAQ

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## Commercials:

### How will I be billed if I am accepting the BidSwitch Trading Fee?

The BidSwitch fee will be applied according to the terms outlined in your addendum. FFA supports both Media Mode & Connect Mode.

Pricing is calculated throughout a month to produce the BidSwitch Media Trading Fee rate used for the following month, and the existing month will use the rate calculated from the month prior. Pricing is based upon all Media Mode trading pairs where the seller uses Flexible Fee Assignment, and is calculated as an average throughout the month.

### How will billing appear in my BidSwitch UI?

When trading in Media Mode, your billing will appear under the “Deducted Media Fees” column in the invoicing report. If you are trading in Connect Mode, your billing will appear under the “Billed Fees” column in the invoicing report. See sample screenshot below:

Trading Mode	Impressions	Gross Media Revenue	Deducted Media Fees	SSP Invoice	Billed Fees
Media	16,514,293	\$45,468	\$805	\$44,663	—
Media	54,626	\$104	—	\$104	—
Media	1,868,876	\$1,178	\$87	\$1,091	—
Media	8,980,731	\$30,484	—	\$30,484	—
Media	165,057	\$388	—	\$388	—
Media	2,105,085	\$7,346	\$544	\$6,802	—
Media	427,017	\$235	—	\$235	—
Media	25,233	\$64	—	\$64	—
Media	31,589	\$93	\$7	\$86	—

### Does it require a new contract?

Activating BidSwitch Flexible Fee requires an amendment to your existing contract. To get started please contact your account manager or if you do not have a designated account manager, please reach out to [pricing@bidswitch.com](mailto:pricing@bidswitch.com)

## 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.