

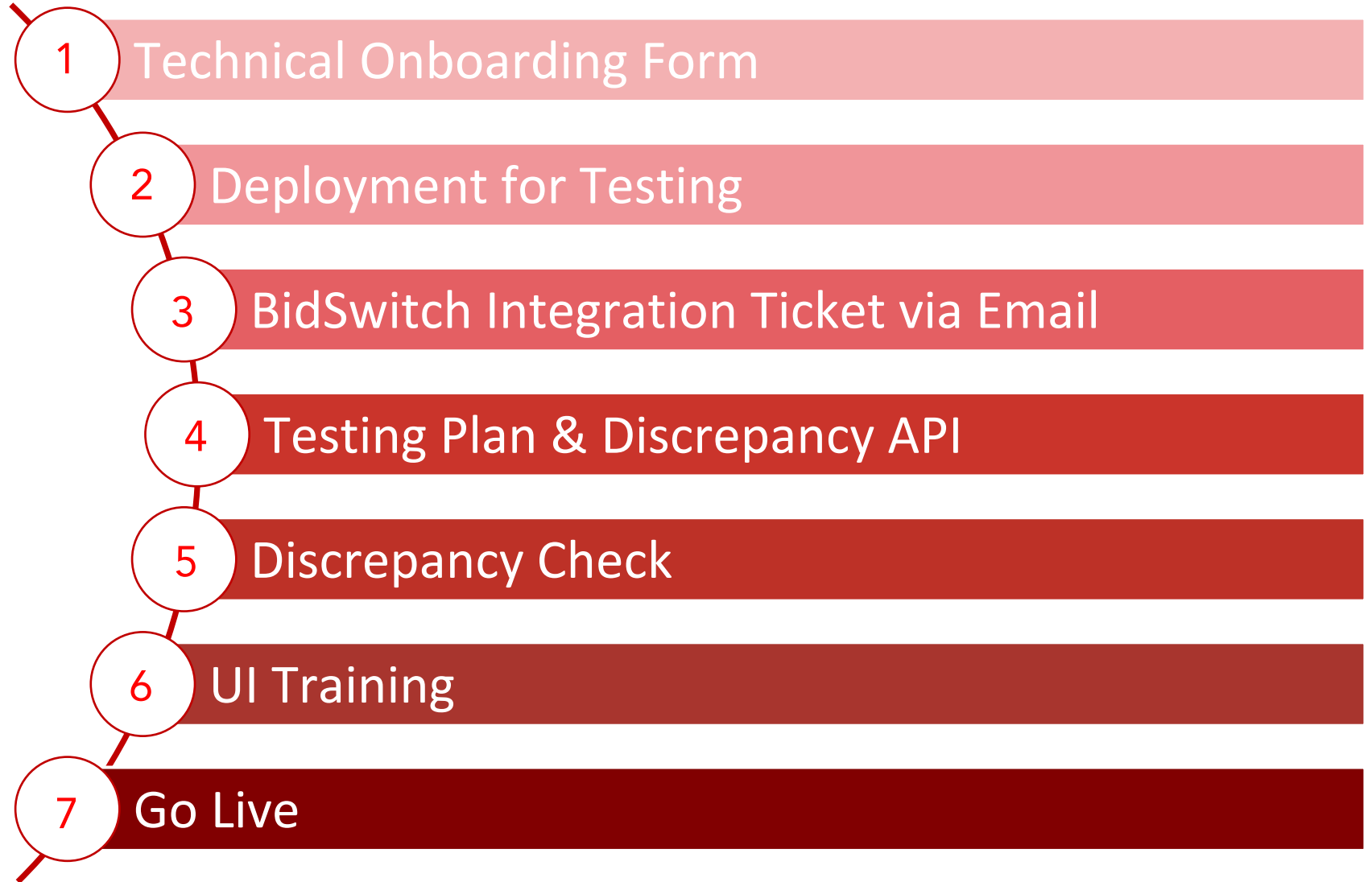


BID SWITCH

SSP Integration Guide
2020



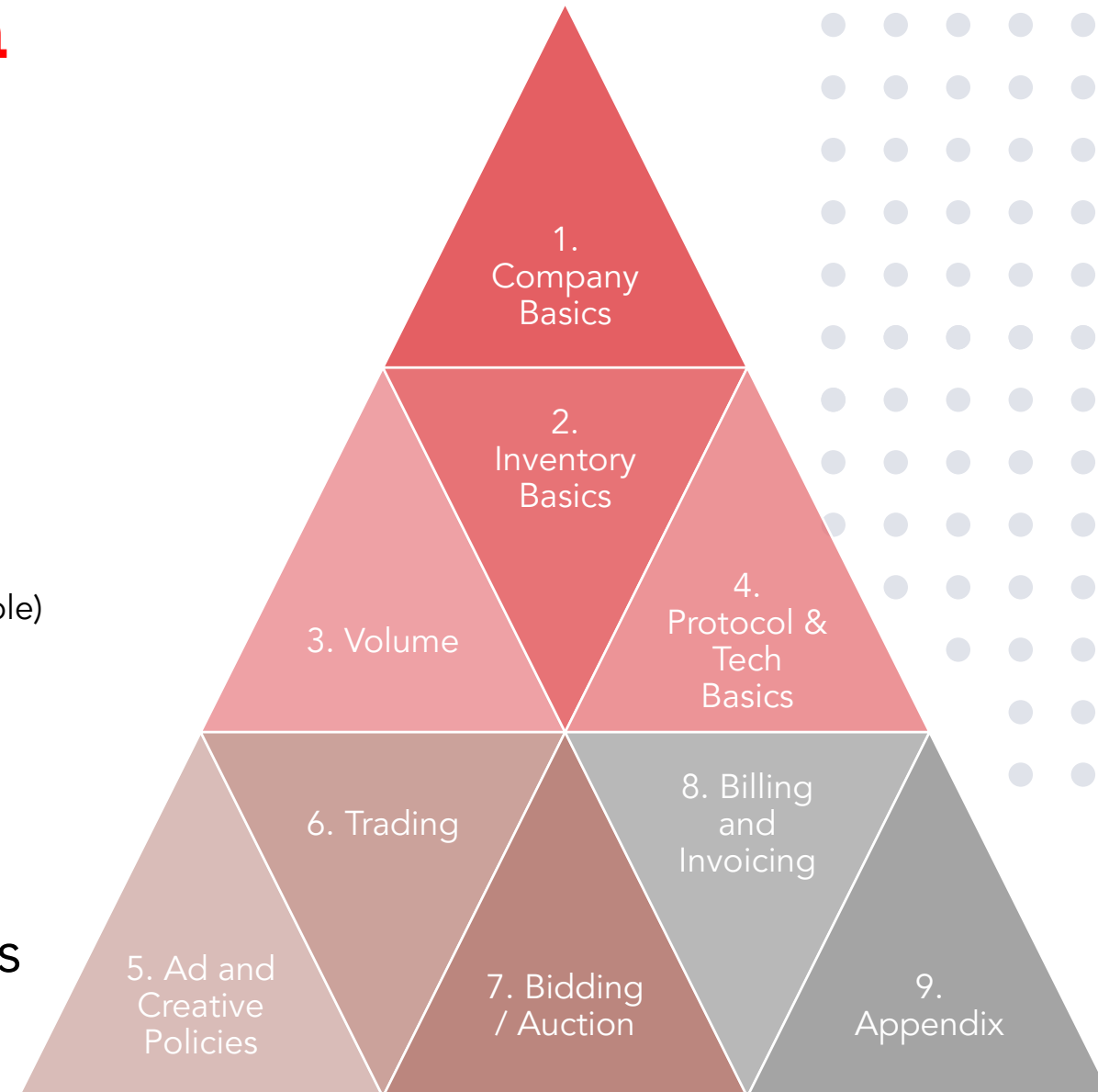
Workflow



1. Technical Onboarding Form

Provide your company info to BidSwitch

1. Company & contact details
2. Inventory types & PMP availability
3. Unique selling points
4. Data centers & technology set-up
5. Creative pre-approval requirement (if applicable)
6. Support for BidSwitch Reporting API
7. 3rd party impression pixels permissions
8. Preferred trading currency
9. Special requirements on bid request fields



1. Technical Onboarding Form

1. If you expect BidSwitch to support your Price Encryption and/or creative pre-approval mechanism:
 - Please state that the function is required and provide us with your spec when filling out the Technical Onboarding Form. BidSwitch Developers will contact you for more details before testing.
 - Please note that it may take BidSwitch up to 3 months to set up creative pre-approval for SSP.
2. "Burl" is required for SSPs that build to our spec
3. "Ifa" is required for in-app traffic

2. Deployment for Testing

1. BidSwitch Developers will reference the onboarding form and deploy the integration.
2. It is highly recommended that you follow [BidSwitch spec](#) for more efficient and effective integration process.
 - Please note that this route of integration will not take your customized fields into the process.
 - It is possible to build the integration off your own spec; however, the timeline will be longer as the customized integration requires BidSwitch to review the documentation.

2. Deployment for Testing

3. Test traffic should be gzipped and sent to BidSwitch Sandbox. Please refer to [Data Compression](#).
4. Test traffic has to be generated by real audience.
 - BidSwitch has an in-house [Anomaly Detection mechanism](#) aimed to detect non-human and/or suspicious traffic. If such traffic accounts for a high percentage (>10%), the testing will fail.
5. Test Media is not payable as defined on the SSP Agreement with BidSwitch.
6. The currency used for testing is USD.

3. BidSwitch Integration Ticket via Email

After the code is deployed by BidSwitch Developers, BidSwitch Support Team will send you an Integration Ticket.

- The Ticket will be an email generated via JIRA system, outlining our Test Plan.
- BidSwitch will go through the Test Plan to ensure that we have all the necessary information.
- You must resolve issues (such as no bids, no win notifications, price errors, timeout, bid request errors, no IPv4 in device.ip field) flagged by BidSwitch.
- Discrepancy Check takes place after you have been made aware of the Test Plan and have resolved bid request issues.

4. Testing Plan & Discrepancy API

1. BidSwitch will require you to set up a Supplier Discrepancy API in order to monitor the discrepancy between the numbers reported by both sides.
 - You must upload daily reports (based on UTC time) about the previous day's activity through the Discrepancy API.
 - Please give BidSwitch Support the user name & email to set up an API User.
 - Please note that the credentials for the API User cannot be used to log into UI.
 - As this is a requirement for finishing the SSP integration, please set this API up as early as possible.

4. Testing Plan & Discrepancy API

2. BidSwitch will send you our Endpoint

- For setting up Endpoint, BidSwitch will need the IP addresses of your data centers for checking latency via ping test.
- Only one Endpoint will be provided during the testing phase. After the integration, BidSwitch can activate Production Endpoints for the other regions (US East, US West, EU, Japan & APAC).

4. Testing Plan & Discrepancy API

3. Please send us traffic by 50-60 QPS at maximum.
4. BidSwitch Sandbox has daily budget limitations. BidSwitch will send you testing campaigns to win at least 1 – 2k impressions for the purpose of checking discrepancy.
5. BidSwitch will also re-confirm with you on the following items:
 - Your SSP's trading name on the BidSwitch UI (viewable to DSPs)
 - Your SSP's canonical domain name on publishers' ads.txt, or domains that should be mapped against your SSP

4. Testing Plan & Discrepancy API

6. Testing campaigns from BidSwitch Sandbox are dependent on the content types you plan to sell via BidSwitch. BidSwitch can test different content types sequentially or simultaneously.

Display Test Campaigns			Video Test Campaigns			Native Test Campaigns			Audio Test Campaigns		
Creative ID	Size	Format	Creative ID	Size	Format	Creative ID	Size	Format	Creative ID	Size	Format
2001	300x250	gif	2007	480x360	mp4	2008	320x50	gif	2024	n/a	DAAST
2002	728x90	gif	2012	854x480	mp4	2009	370x370	png	2025	n/a	VAST
2003	160x600	gif	2013	944x532	mp4	2010	370x208	png			
2004	240x400	png				2011	370x174	png			
2005	320x50	png				2014	400x400	png			
2006	468x60	gif				2015	600x350	png			
						2016	800x400	png			
						2017	730x260	png			
						2018	760x380	png			
						2019	640x300	png			
						2020	400x300	png			
						2021	150x150	png			
						2022	1200x627	png			

4. Testing Plan & Discrepancy API

7. PMP is tested as a separate step, if you support “deal.wseat” array.

- PMP test does not require Discrepancy Check.
- BidSwitch Sandbox seat ID = 8, please put this value “8” in your “wseat”.
- You need to send us deals traffic with 10 QPS and BidSwitch will perform testing with limited daily budget.

8. Your support for “nbr” (no bid reasons) is important for debugging.

- You may not see bid activity due to a variety of reasons. “nbr” will show context around the failure of not getting bids. Please refer to [Supplier No Bid Reason](#).

5. Discrepancy Check

1. For traffic traded in Open Auctions, Discrepancy Check is mandatory. Different content type needs to go through Discrepancy Check.

Traffic Type	Content Type	Discrepancy Check
Open Auctions	Display, Video, Native, Audio	Required
Deals / PMP	Display, Video, Native, Audio	Not Required

2. The successful criteria for passing the discrepancy check are:

Item	Threshold	Discrepancy Check Duration	Impression Volume
Payout Discrepancy	< 5%	consecutive 3 days	>1K
Impression Discrepancy	< 5%		
Invalid Requests	< 1%		
Anomalous Traffic	< 10%		

5. Discrepancy Check

3. During this phase, BidSwitch Support Team will directly send you daily reports (based on UTC Time) in the same integration email thread so you can monitor discrepancy.

4. After the integration finishes, BidSwitch can provide reporting on both UI and Custom Supplier Reports.

- You can communicate with the BidSwitch Support Team in the same integration email thread for setting up configured reports.
- The reports are automatically sent based on the your preferred frequency.

6. UI Training

1. After Discrepancy Check passes the criteria, BidSwitch Support Team will announce the completion of the integration.
2. Please inform BidSwitch Support if you need endpoints in other regions
3. BidSwitch will ask for your expected QPS volume
 - QPS >10K will require review from BidSwitch Support

6. UI Training

4. BidSwitch Supply Manager will arrange a UI training (30 mins – 1 hr)

- This session will demonstrate the functions on BidSwitch UI.
- If you require manual approval for reviewing connection requests, you will need to assign approvers on BidSwitch UI.

User Management User Roles ⓘ							
This attribute allows you to approve or reject connection requests from demand partners.							
Active users	Name	Surname	Email	Approver	User Role	Profile	+

- BidSwitch Supply Manager will switch your status to Active Mode (Go Live) and will provide your users with full access to BidSwitch UI.

7. After UI Training / Go Live

Please reference our seller spec when you need clarification: <https://docs.bidswitch.com/ssp-protocol.html>

Please feel free to contact BidSwitch Support Team at support@bidswitch.com with technical questions.

Please contact your Supply Manager (or whoever arranged UI training for you) when it comes to commercial questions.

Our Finance Team email is: APBidSwitch@bidswitch.com

7. After UI Training / Go Live

Cookie Syncing: Please refer to [Supplier User Matching](#) for more context. The below information does not apply to application-only SSPs.

- BidSwitch’s Sync URL will redirect synced users to SSP’s Sync URL:

Sync URL	Https Sync
http://x.bidswitch.net/sync?ssp=\$SSP_NAME	NO
https://x.bidswitch.net/sync?ssp=\$SSP_NAME	YES

- Please also provide us with your Sync URLs and let us know if you support [BidSwitch Initiated Syncs](#).
- If your traffic comes from environments limited 3rd party cookie, such as Safari, please refer to [Direct-Like User Syncs](#).

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Thank you!

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