

Streamline Deal Discovery, Forecasting, and Activation across all Supply Partners

Advertisers are transacting via deals at an ever-growing rate, but finding, forecasting, and activating deals across multiple supply partners is a time-consuming and manually-intensive task for media buyers.

BidSwitch Deals Discovery – the newest component to the BidSwitch Deals Center suite of tools – was built to address these pain points.

Deals Discovery makes it easier for BidSwitch Demand Partners to discover evergreen deals and premium supply packages across all of their BidSwitch-connected SSPs in one place.

Enhancing BidSwitch's Deals Center

Deals Discovery is the latest addition to the BidSwitch Deals Center, a suite of tools designed to help buyers streamline their deals trading through BidSwitch. It works alongside the other Deals Center components, including deals management, troubleshooting, and reporting tools, as well as the Deals Sync API.



When a deal is activated in Deals Discovery, it gets automatically pushed to a DSP's Deals Management center in BidSwitch for reporting and ongoing management.

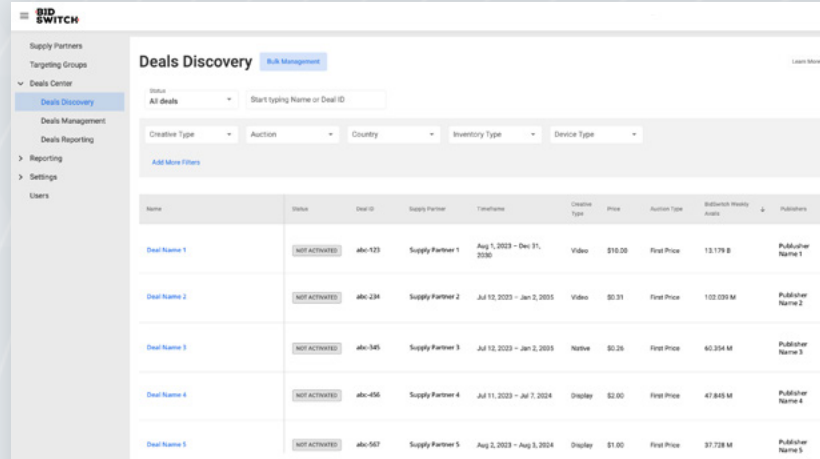
If the DSP is integrated with BidSwitch's Deals Sync API, it will automatically get pushed to the DSP's own UI for activation and campaign assignment. If the DSP is not integrated into the Deals Sync API, they can download any activated deals via Bulk Upload as an XLS file, for manual input into their UI.

How Deals Discovery Works

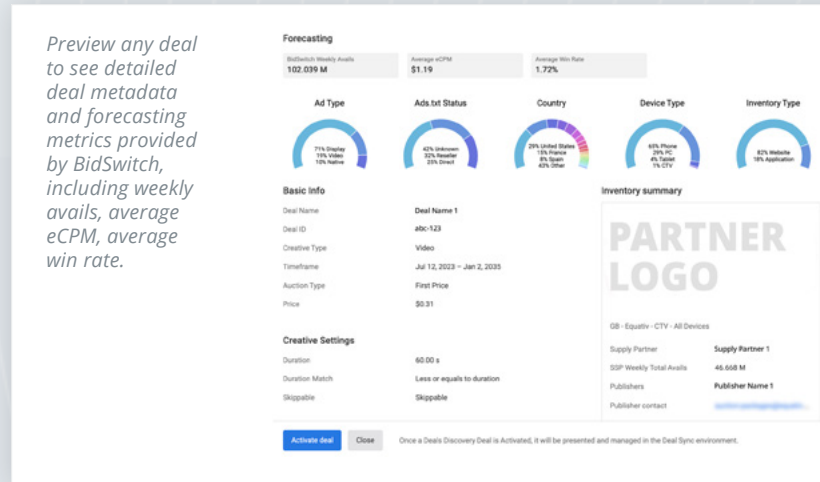
Deals Discovery acts as a deals library, surfacing one-to-many deals uploaded by SSPs to their connected DSP partners. DSPs are given tools to search, filter, and forecast deals across their supply partners within the same UI. Deals Discovery supports both UI and API-powered access.

Here's how it works:

- 01** SSPs push one-to-many deals to BidSwitch via the Deals Discovery UI or API.
- 02** DSPs use Deals Discovery UI to search for deals from their BidSwitch-connected partners against specific supply criteria.
- 03** DSPs can drill into deal avails, supply makeup, and price guidance within the UI.
- 04** DSPs can push select deals to Deal Sync or download them through the UI for easy activation in their own platform.



Navigate to Deals Discovery in the left-hand nav bar under Deals Center to find deals from your connected SSP Partners. Use filters to surface the most relevant deals.



How Deals Discovery creates value for Buyers and Sellers

BUYERS

- Efficient, centralized access to curated inventory across all supply partners
- Robust filtering and targeting controls
- Reduced time spent negotiating and generating deal IDs

SELLERS

- Greater buyer access and deal exposure
- Opportunity to surface unique deal attributes for easier discovery
- Accelerated deal activation

To start leveraging Deals Discovery today, please visit our [Getting Started hub](#) or visit the Deals Center in the [BidSwitch UI](#).

