

Deals Discovery:

Make your Always-on Deals Easier for DSPs to Find and Activate

Advertisers are transacting via deals at an ever-growing rate, but sourcing deals across all supply partners is a time-consuming and manually-intensive task for buyers. Equally, SSPs are creating more supply packages than ever before, but are struggling to get them seen and activated by demand partners.

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 Supply Partners to expose their evergreen deals to BidSwitch-connected DSPs, and for Demand Partners to discover and activate 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 sellers and 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.

Deals	DSP	Deals	Deals	Deals	Deals
Discovery	activates	Management	Troubleshooting	Reporting	Sync
Discovery engine for DSPs to find, forecast, and activate deals based on specific search & quality criteria	deal	Supply management tool for DSPs to manage all deals traded via BidSwitch	Visual toolset in BidSwitch UI to help DSPs troubleshoot deals trading issues	Comprehensive reporting interface for deals trading activity	Automated protocol for transmitting and receiving info about negotiated deals.

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

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 can then 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.
- O3 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.

Demand Partners Deals Center	Deals Disc	ove	ry 📩	Management							Learn
Deals Discovery	Status										
Deals Management Deals Reporting Settings Users Biocking	All deals	•	Start typ	ing Name or I	Deal ID						
	Creative Type	*	Auction		* Country		Inventory Type		Device Type		
	Add More Filters										
	Deal Name		Status	Deal ID	Timeframe	Creative	Type Price	Auction Type	BidSwitch Weekly Avails 4	Excluded OSPs	Publishers
	Deal Name 1		ACTIVE	abc-123	Jul 7, 2023 - Dec 31, 2025	Video	\$12.00	First Price	1.51 M	None	Publisher n
	Deal Name 2		ACTIVE	abc-234	Jul 7, 2023 - Dec 31, 2025	Video	\$12.00	First Price	166.656 K	None	Publisher n
	Deal Name 3		ACTIVE	abc-345	Jul 7, 2023 - Dec 31, 2025	Video	\$12.00	First Price	55.118 K	None	Publisher n
	Deal Name 4		ACTIVE	abc-456	Jul 7, 2023 - Dec 31, 2025	Video	\$12.00	First Price	38.192 K	None	Publisher n
	Deal Name 5		ACTIVE	abc-567	Jul 7, 2023 - Dec 31, 2025	Video	\$12.00	First Price	21.7 К	None	Publisher n
	Deal Name 6		ACTIVE	abc-678	Jul 7. 2023 - Dec 31. 2025	Video	\$13.00	First Price	20.398 K	None	

Navigate to Deals Discovery in the left-hand nav bar under Deals Center and use Bulk Management in the UI or the API integration to upload your deals. After the upload, you'll find all your listed deals under this tab.

Demand Partners	Creative Settings	Teret			
Deals Discovery	Duration	30 sec			
Deals Management Deals Reporting	Duration Match	Less than or equals to duration ${}^{\!$			
> Reporting	(the second s				
> Settings Users	Skippeble	Any			
Blocking	Forecasting				
	BidSwitch Weekly Avails 20.398 K	Average eCPM \$19.14	Average Win Rate 0.12%		
	Ad Type	Ads.txt Status	Country	Device Type	Inventory Type
	107.1760	68% Direct 4% Unknown 3% Unauthorized	100% United States	100% CTV	107% Application

Preview any deal to edit deal metadata, adjust deal status (active/ paused/archived), and access detailed forecasting metrics provided by BidSwitch, including weekly avails, average eCPM, average win rate.

How Deals Discovery creates value for Buyers and Sellers

SELLERS



Greater buyer access and deal exposure



Opportunity to surface unique deal attributes for easier discovery



Accelerated deal activation

BUYERS



Efficient, centralized access to curated inventory across all supply partners



Robust filtering and targeting controls



Reduced time spent negotiating and generating deal IDs

To start leveraging Deals Discovery today, please visit our <u>Getting Started hub</u> or visit the Deals Center in the <u>BidSwitch UI</u>.

