

Deals Discovery:

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

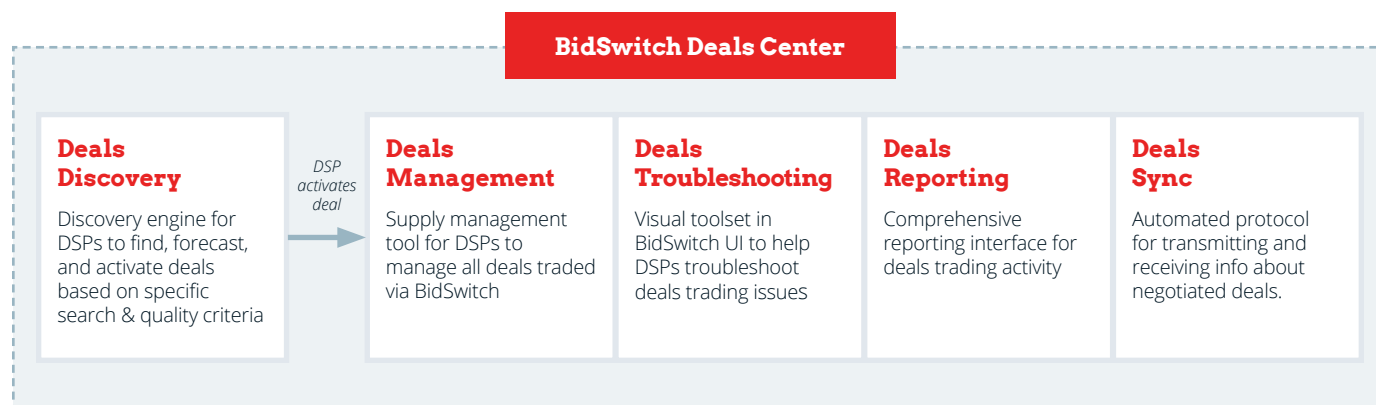
Advertisers are transacting via deals at an ever-growing rate, but sourcing deals across all supply partners is a time-consuming and manually-intensive task for buyers. Equally, SSPs are creating more supply packages than ever before, but are struggling to get them seen and activated by demand partners.

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.



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

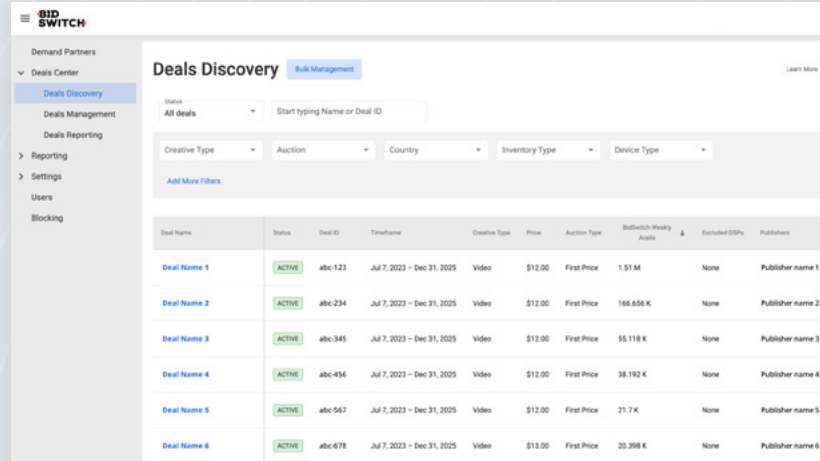
DSPs use Deals Discovery UI to search for deals from their BidSwitch-connected partners against specific supply criteria.

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 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.



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 [Getting Started hub](#) or visit the Deals Center in the [BidSwitch UI](#).

