



Deals Discovery

Frequently Asked Questions

Deals Discovery FAQ

What is Deals Discovery?

Deals Discovery is a centralized deals marketplace where DSPs can search, forecast, and activate one-to-many deals across all of their BidSwitch-connected SSP partners in one place, without having to engage supply partners one-by-one. Deals Discovery makes up another component in BidSwitch's larger Deals Center suite, which also includes robust deals management and troubleshooting tools.

Where can I find Deals Discovery in the BidSwitch UI?

Navigate to the left-hand nav bar to find Deals Discovery within the Deals Center tab.

What types of deals are supported?

Only one-to-many, open deals are supported via Deals Discovery. For one-to-one or private deals negotiated with your Supply Partners, please use the Deals Sync API or upload tool.

Why am I not seeing any (or few) deals in my Deals Discovery dashboard?

Any deals made available to you from your connected Supply Partners will appear in the Deals Discovery dashboard. If you're not seeing any deals in the Deals Discovery dashboard, this means that no deals are available from your active trading pairs. Work with your BidSwitch Support Team to identify other deal opportunities or to connect to new Supply Partners who might have relevant deals for your trading needs.

Do I need to be connected to Deals Sync to leverage Deals Discovery?

No, an integration with Deals Sync is not required for Deals Discovery usage. While Deals Sync is an automated push/pull tool for syncing pre-negotiated one-to-one deals from connected SSPs who are also using the Deals Sync API or upload tool, Deals Discovery is a discovery engine that enables DSPs to find and forecast one-to-many deals from connected SSPs who are also using the Deals Discovery API or upload tool.

How do I leverage the Deals Discovery API?

If you would prefer to sync deals automatically, you can leverage the Deals Discovery API to do so. Note that the Deals Discovery API uses a different endpoint and fields from Deals Sync and will require a separate integration. Find information about the API in our [documentation here](#) and reach out to your BidSwitch Support Team to learn more.

How can I ensure I'm managing my QPS effectively while activating deals via Deals Discovery?

There are two recommended methods for managing QPS when activating deals, both using the Targeting Groups functionality available within the BidSwitch UI. The first is to leverage an Open Exchange Targeting Group (tgroup), for which Open Exchange SmartSwitch rules will apply. You will receive a small amount of traffic for active deals and the QPS will scale up as you begin buying on a specific deal. The second method is to leverage a Deals Whitelist tgroup, for which open exchange SmartSwitch rules will not apply. Add deals you wish to activate to the deals whitelist for that tgroup. Learn more about SmartSwitch and how it impacts deals trading [here](#).

Deals Discovery FAQ (cont)

How do I troubleshoot active deals?

Navigate to the Deals Management tab to view the Deals Management Dashboard, which indicates the Deal Status. Hover over the Deal Status to launch the Troubleshooting module, which provides a snapshot of the Delivery Status along with Delivery Indicators and Traffic Analytics that can help you diagnose the cause of under-delivery or under-performance. Find the Supply Partner's contact email address in the Deal details within Deals Discovery to reach out directly to the partner for further assistance.

What reporting is available to me?

You can check forecasting metrics for all available deals via the Deals Discovery dashboard and Deal Preview for any given deal. Once you have started to bid on a deal, reporting and troubleshooting will be available for the deal in the Deals Management and Deals Reporting tabs. The Deals Reporting Dashboard provides quick insight into key metrics such as Bid Requests, Bid Responses, Impressions, Spend, Bid eCPM, Bid Floor, and Win Rate to help you evaluate deal performance.

Is there a fee for using this service?

At this time, there is no additional fee required to leverage Deals Discovery outside of the standard BidSwitch fee.

What does the support model look like once I onboard?

Your BidSwitch Support Team is available to walk you through the search process via the Deals Discovery dashboard as well as the activation, management, and reporting workflow. Additionally, you will be provided with [onboarding documentation](#) that provides best practices to ensure the workflow is as seamless as possible.

Who can I contact for more information?

If you have additional questions, please contact your BidSwitch Account Team or the BidSwitch Support Team at support@bidswitch.com.