

Deals Discovery

Frequently Asked Questions

Deals Discovery FAQ

What is Deals Discovery?

Deals Discovery is a centralized deals marketplace inside BidSwitch where SSPs can surface one-to-many deals for their connected DSPs to discover and activate. SSPs can upload deals to the Deals Discovery using bulk management tools or via API. DSPs can then search among the uploaded deals across all of their BidSwitch-connected SSP partners using the same UI. Additional forecasting, supply quality, and bid guidance tools make it even easier for DSPs to discover and activate the right supply for their buying needs.

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 is required to start trading?

To surface your one-to-many deals in the UI, use the bulk upload worksheet or [Deals Discovery API](#) to push relevant deals and accompanying deal information into the platform. For forecasting metrics (avails, eCPM, win rates) to appear in the UI, which makes it easier for DSPs to discover the deals they want, you must be sending deal traffic to BidSwitch. Trading will commence once a DSP activates a deal in their own platform and starts bidding on it.

Can I edit a deal once uploaded?

Once you've uploaded a deal, you have the option to edit most fields, with the exception of Deal ID, Deal Name, Creative Type, Auction Type, Currency, and Price.

Am I notified if a DSP activates a deal I have uploaded through Deals Discovery?

Once a DSP has activated a deal, you will receive an email notification. Track your deal activation status in the Deals Discovery dashboard and view a list of all DSPs that have activated a deal in the Deal Preview by clicking on the deal. The deal will also appear in the data table of the Deals Management tab once it has been activated. Monitor your deals in the dashboard to check deal details and the activation status. Make sure to tick the "Only Deals Discovery Deals" checkbox to see deals uploaded via Deals Discovery.

What types of deals are supported?

Only one-to-many deals are supported via Deals Discovery. For one-to-one deals, please use the Deals Sync API or upload tool.

What does the support model look like for me once I onboard?

Your BidSwitch Support Team is available to walk you through the Deals Discovery upload workflow and provide guidance around troubleshooting and deal management. Additionally, you will be provided with [onboarding documentation](#) that provides best practices to ensure your deals are as discoverable as possible.

What reporting is available to me?

You can check deal activation status, forecasting metrics, and a list of the DSPs who have activated a deal on the Deals Discovery dashboard and Deal Preview for any given deal. Once a DSP has started to bid on the deal, reporting and troubleshooting will be available for the deal in the Deals Management and Deals Reporting tabs.

Deals Discovery FAQ (cont)

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.

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. You can leverage Deals Discovery via the UI or an integration with the dedicated Deals Discovery API.

Note that if you are using both Deals Discovery (either via UI or API) in addition to the Deals Sync API, we recommend adding a GET-strategy before CREATE-strategy action via Deals Sync API to avoid errors related to deal duplication. Do so by following the steps below:

- Issue GET on “deallist” endpoint
- If the deal ID already exists, Pull the deal ID
- If the deal does not exist, then execute the CREATE action.

Please refer to the [BidSwitch documentation](#) for more details or work with your BidSwitch Support Team for further assistance.

What deal types should I focus on adding?

Based on initial feedback from our Demand Partners, supply packages tied to upcoming seasonal events (Back to School, NFL, Holidays, Black Friday, etc.), premium formats (CTV, OLV), and performance (CTR, VCR, Viewability, etc) are in the highest demand.

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.