



Ad Exchange 'Lite'

Product Guide

2024

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SSP / DSP

1.1 Supply Side Platform

Moving forward to SSP TAB, we believe that you should take the QPS limit on your platform under your control. You will be responsible for QPS loadings to build and scale your business.

The platform offers versatile integration capabilities, supporting two primary types: oRTB and VAST. Furthermore, it allows for seamless interaction across various dimensions, directions oRTB to VAST, VAST to oRTB, and, naturally, VAST to VAST.

At the beginning of the SSP panel, the value of “total SSP” is shown with active and inactive companies. Slightly below, clicking on the tab “All,” you can see active, inactive, or archived endpoints. Near the "All" button, click on the field “Choose Account Manager” to select the dedicated manager responsible for certain companies. By clicking on “Details of settings” in the right corner, you can observe the whole list of endpoints with WL/BL of DSP companies and settings that you applied. Choose several options you would like to see on the main SSP panel by “Columns” in the right corner in the middle of the page.

Let’s revise the table which is visible at the SSP admin tab:

- **The ID of the endpoint and Statname** (the name of the endpoint);
- **Endpoint** (endpoint’s URL);
- **Region** (data servers’ location);
- **Active** ((un)check to turn off/on the endpoint);

- **QPS** (the number of QPS the partner is sending to you/ queries per second);
- **Bid QPS** (the number of responses you are sending on this endpoint);
- **Spent Yesterday/Today;**
- **Win Rate;**
- **Company Name** (write the necessary company to look into);
- **Bid Request/Response Example** (click “show” to see bid request/response examples per each particular endpoint);
- **Daily Cap** (the maximum amount that SSP-partner can spend per day\limit of traffic buying per day - in USD);
- **Profit/Margin Rate** (profit/cost)x100% and margin rate - (profit/revenue)x100%;
- **Comments** (in this section, you can leave any comments if you want to keep necessary info in mind);
- **API Link** (by that link, your partner gets access to your statistics in real-time (20 minutes delay), and the partner specifies the frequency of updates);
- **Action** (here, you can archive the endpoint; please note that the statistics for an archived endpoint are not saved, and it is highly recommended to archive the endpoint only after the full settlement with the partner by this endpoint).

SSP

Total SSP: 2 (Active: 2 InActive: 0)

Status: All Choose Account Manager

Statname	Endpoint	Region	Active	Qps
bcc_banner_test_US_EAST	http://endpoint.bc-sys....	US_EAST	<input checked="" type="checkbox"/>	424.17
bcc_video_test_US_EAST	http://endpoint.bc-sys....	US_EAST	<input checked="" type="checkbox"/>	474.52
new_US_EAST	http://endpoint.bc-sys....	US_EAST	<input type="checkbox"/>	0
new_test_banner_US_EAST	http://endpoint.bc-sys....	US_EAST	<input checked="" type="checkbox"/>	0
new_test_video_US_EAST	http://endpoint.bc-sys....	US_EAST	<input checked="" type="checkbox"/>	0

1.2 Demand Side Platform

Let's proceed to the DSP tab. The nice thing is that our SSP and DSP tables are similar, and you will get used to them quickly. On the DSP panel, you will see the list of your DSP partners.

Let's revise how the SSP table differs from the DSP table. You may see new additional rows:

1. **Limit QPS** (limit of requests per second that you can send to your partner);
2. **Real QPS** (the actual number of requests you are sending to the partner per second);
3. **Bid QPS** (the number of responses to your requests you are receiving from the partner per second);
4. **Type** (format of the traffic);
5. **eCPM** (effective cost for thousand impressions).

Total DSP: 3 (Active: 2 InActive: 1)

Status: All Choose Account Manager

Keyname	Endpoint	Type	Limit qps
bcc_banner_test_US_EAST	cb.bidscube.com/?token=fLgtWjazH4SW...	banner	500
bcc_video_test_US_EAST	cv.bidscube.com/?token=EXyTaoloP34Lbi...	video	500
bc_dsp_ctv_test_US_EAST	dsp-b.bidscube.com/?name=BC_lite_ctv&...	video	0
dsp_own_test_US_EAST	http://dsp-b.bidscube.com/?name=test_clu...	banner	1000
test_ownds_video_US_EAST	http://dsp-b.bidscube.com/?name=video_t...	video	1000
test_US_EAST	http://204.62.13.63:3333/?token=URcozqVS...	banner	1000

1.3 SSP Vast Creation

1. Simply click the "+" icon on the main SSP admin panel.
2. Then, proceed by choosing the "Video VAST" as the endpoint type.
3. Another important step involves selecting the company name. If it's a new company, enter the name right there.
4. Next, proceed by entering the Vast name, ensuring the use of only underscores without any brackets, dots, or symbols. For instance, use a format like COMPANYNAME_VIDEO_VAST_WEB. Following this, set the Daily CAP, Region, Default tmax (you can leave it with 0) and price (the cost of the traffic) parameters.
5. Select 'Active' and proceed to click on the 'Create' button.
6. Once you have completed the creation process, you can apply any necessary settings to the vast. Simply click on its name on the SSP panel and open it right from there.
7. Right in that section, you'll find the following parameters:
 - Type of the endpoint.
 - Tag that needs to be sent to your partner.
 - Default tmax/price.
 - Allowed DSP (permit only specific DSPs to receive requests from this SSP; note that allowing certain DSPs will automatically block others).
 - Spend Limit.
 - "Active" button (toggle on/off for VAST).
 - Price by Nurl (Nurl - Win notice URL called by the exchange if the bid wins).
 - Use gzip (receive encrypted requests from your SSPs).
 - Blocked crids (click to block the list of creative IDs).

< Back Create SSP Endpoint

Endpoint Type Video VAST	Daily Cap 0
Company Name new	Region US_EAST
Endpoint Name COMPANYNAME_VIDEO_VAST_WEB	Default Tmax 0
	Price 4

Active

Create

< Back Edit SSP Endpoint

COMPANYNAME_VIDEO_VAST_WEB_US_EAST

Type Video VAST	Spend limit 0
Endpoint: http://endpoint.bc-sys.com/lite/vast? token=X98FIK7YsUSTKwKc79e&ua=[USER_AGENT]&ip=[IP]&appname=[APP_NAME]&bundle=[BUNDLE]&w=[WIDTH]&h=[HEIGHT]&storeurl=[STORE_URL]&language=[LANGUAGE]&ifa=[IFA]	<input checked="" type="checkbox"/> Active <input checked="" type="checkbox"/> Price by Nurl <input type="checkbox"/> Block by TMT <input type="checkbox"/> Use GZip
Default tmax 0	Blocked: crids ³
Price 4	Save
Allowed DSP	

1.4 DSP Vast Creation

Follow the same procedure by clicking on the "+" icon in the main DSP admin panel.

1. Choose the endpoint type as "Video Vast."
2. Select the company name; if it's a new company, specify it directly.
3. Enter the Vast name, ensuring it excludes brackets, dots, or any other symbols. For instance, use a format like COMPANYNAME_VAST_video_jan24.
4. Insert the Vast tag into the 'Vast tag' section. Once the partner's tag is inserted, the system will automatically substitute all macros.
5. Choose the Region, set the Price, specify the QPS limit, and define the Spend limit.
6. Click on 'Create.'

7. Upon completing the creation process, apply any necessary settings to the Vast by clicking on its name in the DSP panel.

In that section, find the following parameters:

- Type of the endpoint.
- Video format (choose from Both, Video, or CTV).
- Vast tag that you've previously inserted.
- QPS limit, Daily Cap, Price, tmax (modifiable at any time).

Further settings include:

- Blocked SSP: Choose SSPs whose requests will be blocked from the dropdown list.
- Allowed SSP: Select SSPs from the dropdown list whose requests will be permitted.

Additional details:

- Allowed sizes (add new sizes if not listed).
- Allowed/Excluded countries.
- Insert blocked bundles/sites/app names/publishers or allow bundles/sites.

Additionally, there is an 'Optimizer' button. Our suggestion is not turning it off, as the Optimizer collects data based on your bidding activity. It strategically directs more traffic to areas where your bidding has proven to be the most beneficial, ensuring optimal customization.

- 8. Click 'Save' to finalize the DSP Vast creation.

< Back Edit DSP Endpoint
COMPANYNAME_VAST_video_jan24_US_EAST

Endpoint Type
Video VAST

Video format
Both

VAST tag

```
endpoint.bc-sys.com/lite/vast?
token=X98fIK7ysUSTkwbKC79e&ua=[USER_AGENT]&ip=
[IP]&appname=[APP_NAME]&bundle=[BUNDLE]&w=
[WIDTH]&h=[HEIGHT]&storeurl=[STORE_URL]&language=
[LANGUAGE]&ifa=[IFA]
```

Show tag parameters

Qps 1000	Daily Cap 0
Price 4	Tmax 0

Blocked SSP

Allowed SSP

Allowed countries

Allowed sizes

Add allowed size

Allowed: bundles^o publishers^o
Blocked: bundles^o app names^o publishers^o

Save

< Back Create DSP Endpoint

Endpoint Type
Video VAST

Company Name
companyname

Endpoint Name
COMPANYNAME_VAST_video_jan24

VAST tag

```
endpoint.bc-sys.com/lite/vast?
token=X98fIK7ysUSTkwbKC79e&ua=[USER_AGENT]&ip=
[IP]&appname=[APP_NAME]&bundle=[BUNDLE]&w=
[WIDTH]&h=[HEIGHT]&storeurl=[STORE_URL]&language=
[LANGUAGE]&ifa=[IFA]
```

Key	Value
token	X98fIK7ysUSTkwbKC...
ua	[USER_AGENT]

Region
US_EAST

Price
4

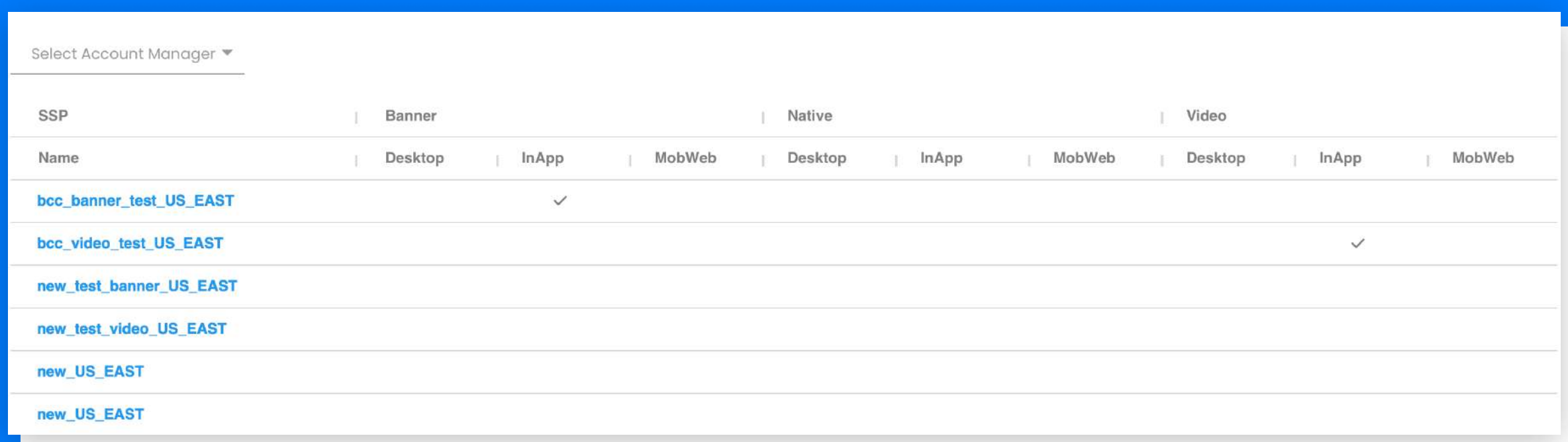
Qps
1000

Spend limit
0

Create

1.5 SSP Info

This subtab is an excellent assistance for you to observe all your archive and active endpoints in one place, but the most important thing is that our system identifies and marks the format and type of traffic your SSP partners send you.



The screenshot shows a table with a dropdown menu for 'Select Account Manager'. The table has columns for 'SSP', 'Banner', 'Native', and 'Video'. Under 'Banner', there are sub-columns for 'Desktop', 'InApp', and 'MobWeb'. Under 'Native', there are sub-columns for 'Desktop', 'InApp', and 'MobWeb'. Under 'Video', there are sub-columns for 'Desktop', 'InApp', and 'MobWeb'. The table contains several rows of data, with some cells containing checkmarks.

SSP	Banner			Native			Video		
	Desktop	InApp	MobWeb	Desktop	InApp	MobWeb	Desktop	InApp	MobWeb
bcc_banner_test_US_EAST		✓							
bcc_video_test_US_EAST								✓	
new_test_banner_US_EAST									
new_test_video_US_EAST									
new_US_EAST									
new_US_EAST									

1.6 DSP Info

Follow our move to DSP info, and you can see hourly statistics for all DSPs (or you can choose the ones you need from the dropdown menu).

Let's proceed to the detailed overview of the table:

- You can see the **date and time**;
- **Endpoints'** name;
- **Region** of DSP servers' location;
- **Bid requests** (the number of requests sent to the DSP during the specified hour);
- **Bid responses** (the number of responses received from the DSP during the appointed hour);
- **Bid responses percentage** (the percentage of responses from the DSP);
- **Valid Bid responses** (the number of valid responses according to your requirements);

- **Valid to total responses** (the ratio of valid responses to the total responses number);
- **Invalid Bid reasons** (click “show” to see the reasons why certain responses are considered to be invalid);
- **Timeouts** (the number of timeouts that occurred with the DSP during the specified hour, it happens when a DSP does not respond within the time stated in the request);
- **Timeouts percentage** (the ratio of timeouts number to the total number of bid responses). Everything under 10% is ok, and all above 10% will decrease the QPS automatically. One of the reasons for the low win rate with DSP can be timeouts).

Select Account Manager ▾

Date	DSP Name	Region	Bid Request	Bid Response	Bid Response Percentage(%)
2023-03-08 11:00:00	test_ownds_video_US_EAST	US_EAST	213012	0	0 %
2023-03-08 11:00:00	dsp_own_test_US_EAST	US_EAST	209954	0	0 %
2023-03-08 11:00:00	bcc_video_test_US_EAST	US_EAST	755391	3142	0.42 %
2023-03-08 11:00:00	bcc_banner_test_US_EAST	US_EAST	711964	3067	0.43 %

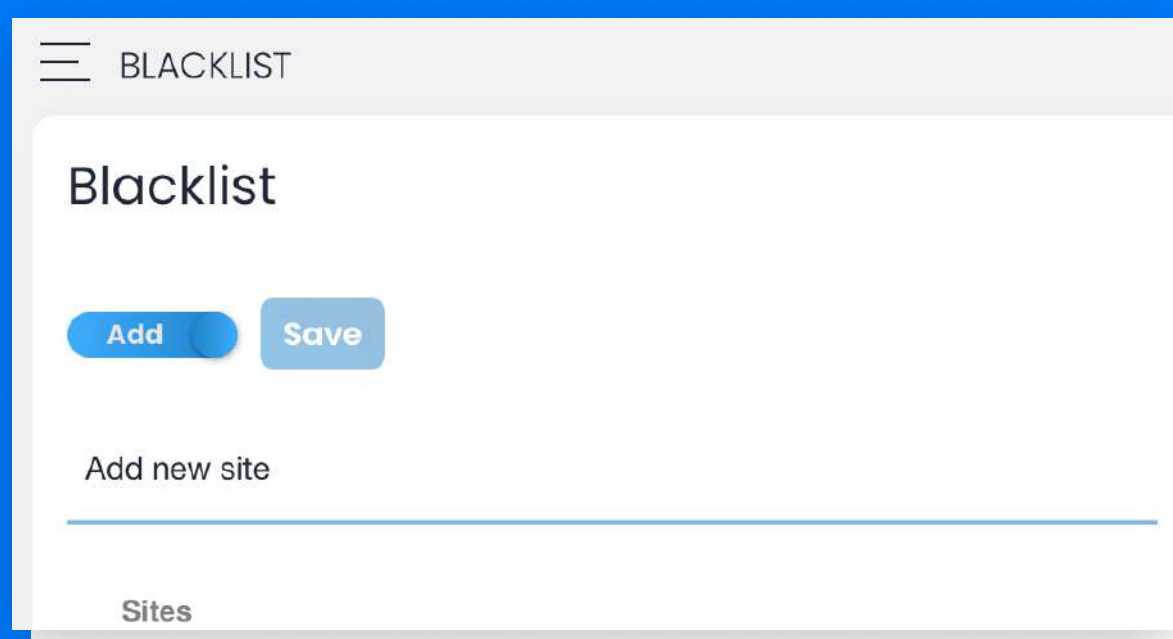
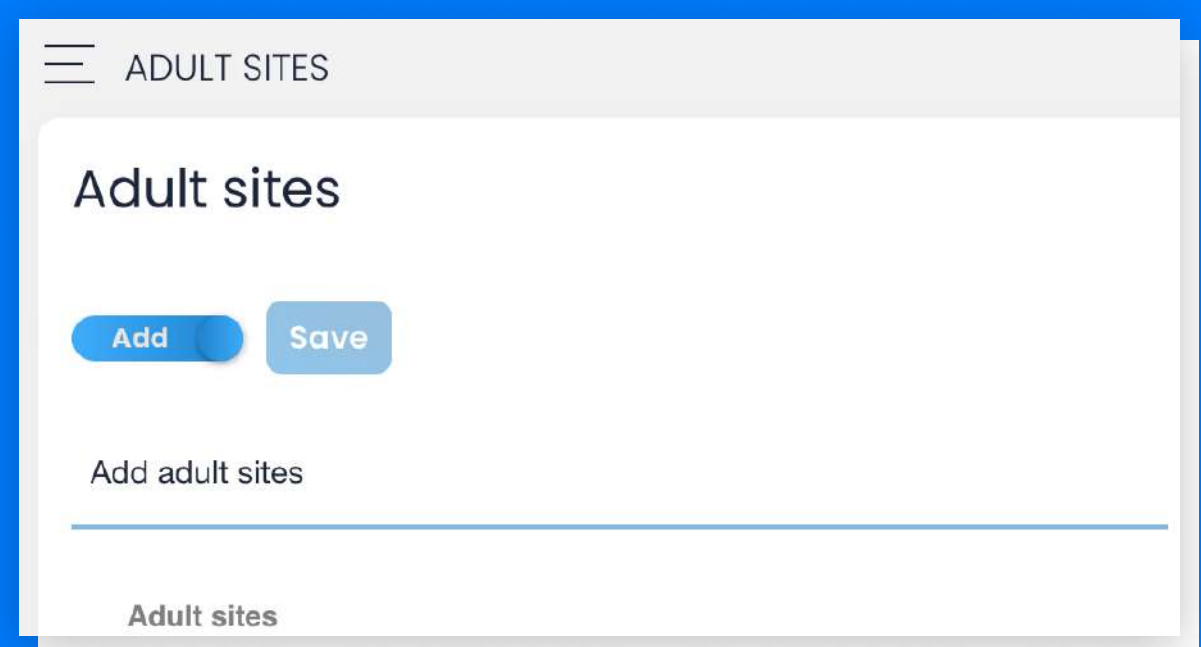
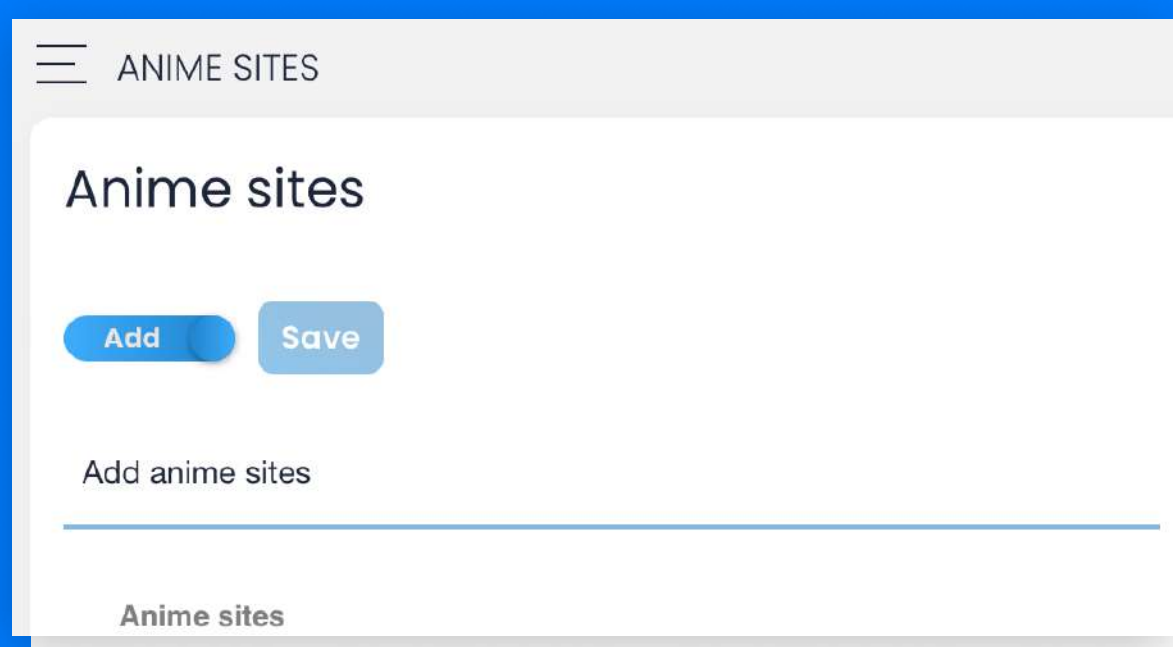
1.7 Versions of VASTs

We support all versions of VAST.

Listings

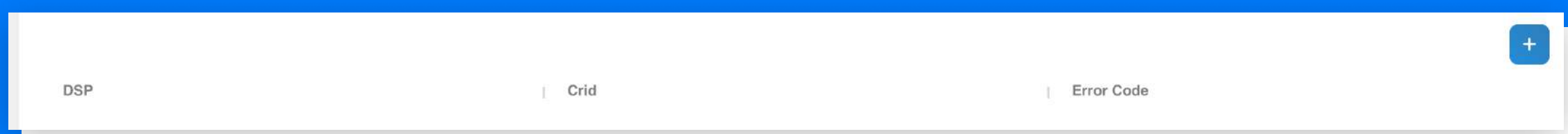
2.1 Adult/Anime/Black Sites

Let's consider the Lists tab. Your Traffic Quality Analyst can upload ready-made lists of sources that can be used for the campaigns according to the requirements. You can add or delete them at any time. You will be adding here sources that you will never bid on. Add up to 10k sources per subtab.



2.2 Blocked crids

Incredible ability to block creatives for your DSP endpoints and not disturb your advertisers.



DSP	Crid	Error Code
-----	------	------------

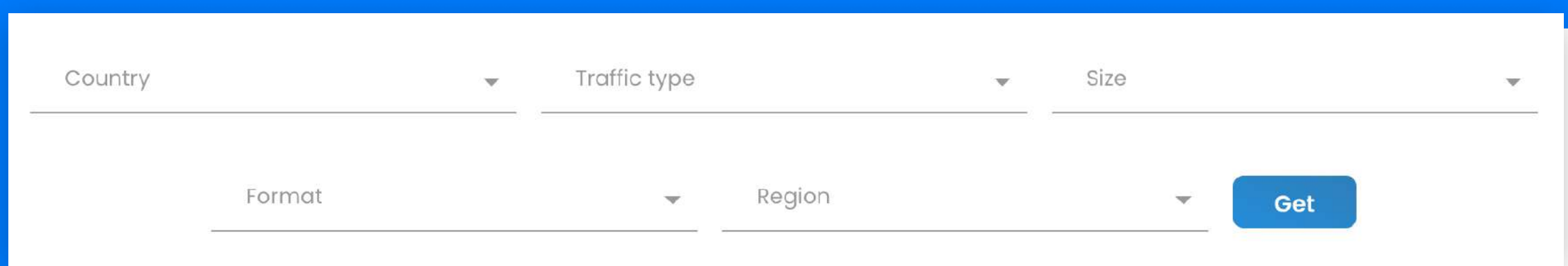
2.3 Traffic

Moving forward to the traffic, you can see the information on how much traffic you get from SSP partners.

You can filter it by the following parameters:

- **country;**
- **traffic type;**
- **sizes;**
- **ad format, and region of your servers' location.**

The results will be displayed right under the filters in QPS.



Country ▼ Traffic type ▼ Size ▼

Format ▼ Region ▼ **Get**

Statistics

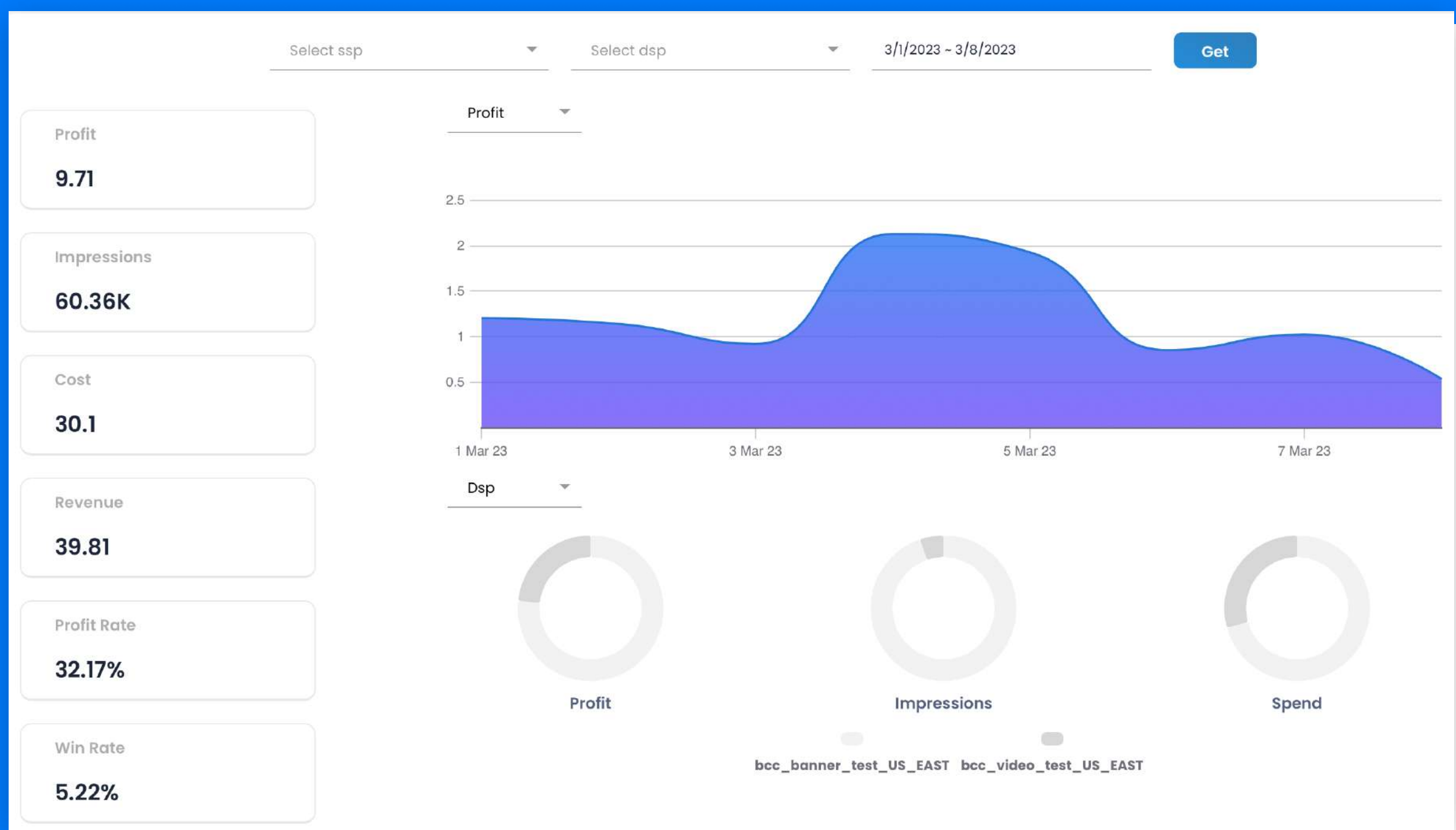
3.1 Dashboard

Once you have entered the Dashboard section, you will see some data as charts. You can choose the DSP or SSP that interests you the most and the particular period.

Nearby, there are shown the total numbers of gathered statistics divided into specific tabs (profit, impression, cost, revenue, profit, and win rates).

Slightly near - the diagram with the data of several options to select (profit, impressions, etc).

Top DSPs and SSPs will be shown as pie charts at the end of the page.



3.2 SSP / DSP Statistics

The next subtab will help you to observe spending for the last 2 days per selected SSP and DSP endpoints match. You can also filter out the necessary data by format and type of traffic. Moreover, you can check profit differences for desirable endpoints match by a day.

Ssp Name	Dsp Name	Ssp Spend Yesterday	Dsp Spend Yesterday	Profit Yesterday	Percent Yesterday
bcc_banner_test_US_EAST	bcc_banner_test_US_EAST	2.72 \$	3.62 \$	0.9 \$	24.9 %
bcc_video_test_US_EAST	bcc_video_test_US_EAST	0.45 \$	0.57 \$	0.11 \$	20.6 %

3.3 Country Statistics

The Country Statistics tab allows you to observe spending by all possible GEOs and related formats/types of traffic.

Country	Ssp Spend Yesterday	Dsp Spend Yesterday	Profit Yesterday	Percent Yesterday	Ssp Spend Today	Dsp Spend Today
ARG	0 \$	0 \$	0 \$	19.72 %	0 \$	0 \$
NGA	0 \$	0 \$	0 \$	19.1 %	0 \$	0 \$
MAR	0 \$	0 \$	0 \$	23.91 %	0.02 \$	0.03 \$

3.4 All Statistics

Let's take a look at Statistics. In this tab, you can generate statistics by single *companies* or *endpoints*. Choose needed *SSP* and *DSP* companies from the dropdown menus and select the *period*. You can also check the statistics by *particular domain or bundle*.

Select needful parameters to be included in the statistics. Most importantly, we can deliver any report on available stands. After you click "Get statistics", the data will appear below on the page.

3.5 Win Rates

Let's make our following step to WIN RATE SSP/DSP (*win rate - measures the number of impressions won over the number of impressions bid*). You may choose SSP or DSP, the traffic format, and the period. Later on, two tables with statistics will be shown.

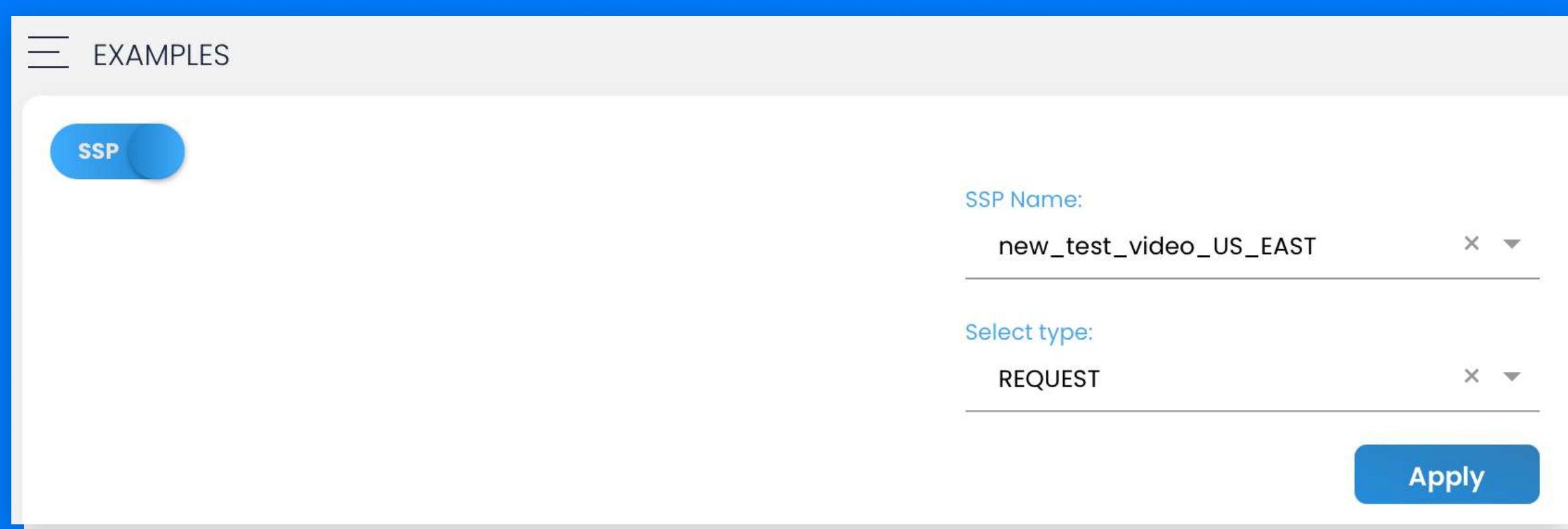
The first table, "WIN RATE SSP/DSP," consists of DSP/SSP name, win rates, and profit.

The second one, which is very important, "CREATIVES SSP," includes creatives, impressions, curls (notifications about winning the auction), and responses. This table helps to understand whether CRIDs have some issues or not.

Application

4.1 Application Examples

Check bid requests/responses per each of your SSPs or DSPs



EXAMPLES

SSP

SSP Name:
new_test_video_US_EAST × ▾

Select type:
REQUEST × ▾

Apply

4.2 Scanner Tracker

BidsCube Lite Version does not provide scanners but doesn't hesitate to implement your pixel if you have your scanner.

The steps are:

1. Click "+" on the top right corner.
2. Insert pixel into the "Track Link" field.
3. Click on "Auto parse URL".
4. Save made changes.

Finance

5.1 SSP/DSP Managers

Be able to observe necessary information per your SSP companies. You may apply dedicated Sales and Account managers per company as well as insert payment terms and preferred stat. A list of company endpoints will be seen at the end of the table.

Ssp	Sales manager	Account manager	Payment terms	Partner stat preferred	List endpoints
new	N/A	N/A	Prepay	<input type="checkbox"/>	new_test_banner_US_EAST new_test_video_US_EAST new_US_EAST new_US_EAST
bcc	N/A	N/A	Prepay	<input type="checkbox"/>	bcc_banner_test_US_EAST bcc_video_test_US_EAST

5.2 Partner API Links

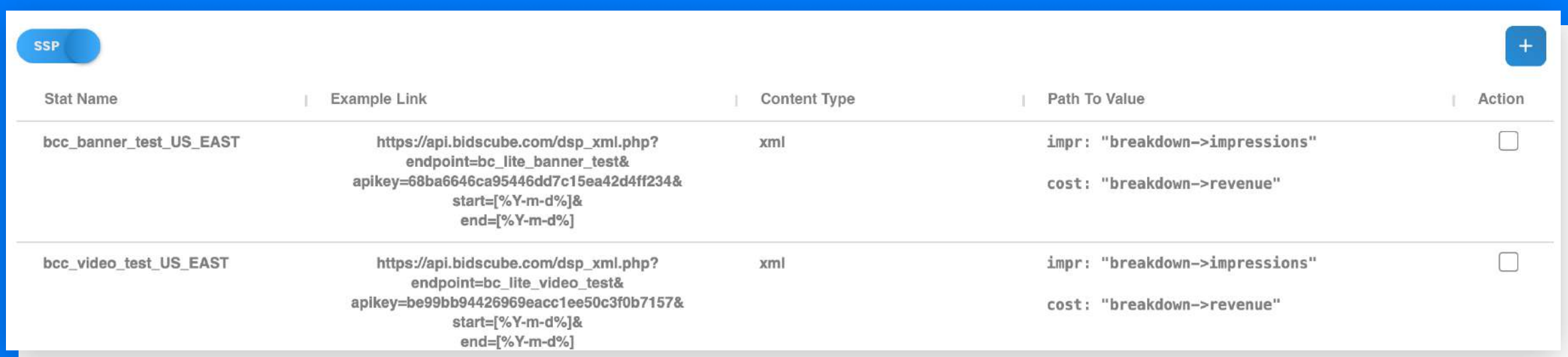
To observe the list of implemented API links, you need to go to the Statistics tab => Partner API Links.

If you'd like to implement the new API, further steps will be:

- select the endpoint (switch panel to SSP or DSP by clicking on the left corner button);
- select path to cost (breakdown => revenue);

- select the path to impressions (breakdown => impressions);
- click “Save API Link”.

The partner API link is ready.



Stat Name	Example Link	Content Type	Path To Value	Action
bcc_banner_test_US_EAST	https://api.bidscube.com/dsp_xml.php? endpoint=bc_lite_banner_test& apikey=68ba6646ca95446dd7c15ea42d4ff234& start=[%Y-m-d%]& end=[%Y-m-d%]	xml	impr: "breakdown->impressions" cost: "breakdown->revenue"	<input type="checkbox"/>
bcc_video_test_US_EAST	https://api.bidscube.com/dsp_xml.php? endpoint=bc_lite_video_test& apikey=be99bb94426969eacc1ee50c3f0b7157& start=[%Y-m-d%]& end=[%Y-m-d%]	xml	impr: "breakdown->impressions" cost: "breakdown->revenue"	<input type="checkbox"/>

5.3 Billing Report

Let’s come down to Finance => Billing Report. You can search any necessary data by company or endpoint and choose the particular time zone and period. Click on the button “Export” to download any necessary file.

1. “ALL” tab:

- SSP/DSP – you’ll see the statistics from the partner’s dashboard (the impressions and cost counted by the partners).
- Lite - the statistics from your dashboard:
 - Cost - the amount you have to pay the SSP partners for their traffic;
 - Revenue - the amount the DSP partners have to pay you for your traffic;
 - Discrepancy - table with profit, profit rate, and margin rate.

*Profit rate - (profit/cost) x 100%; margin rate - (profit/revenue) x 100%.

2. To check discrepancies with SSP or DSP – click on the left corner button “All” and choose the required data.

Type: Company Timezones: No Date: 3/1/2023 - 3/8/2023 Get

All Export

Date	SSP		DSP		Lite		Discrepancy	
	Wins	Cost	Wins	Cost	Impr	Cost (bought)	Revenue	Profit
2023-03-01	6,617	4.44	6,616	5.65	6,602	4.44	5.64	1.2
2023-03-02	8,140	3.81	8,149	4.96	8,158	3.81	4.95	1.14
2023-03-03	7,986	2.78	8,433	3.84	7,974	2.78	3.8	1.03
2023-03-04	8,161	4.08	12,822	8.7	8,000	3.99	8.27	4.28
2023-03-05	7,374	3.19	12,086	7.91	7,200	3.09	7.44	4.35
2023-03-06	3,599	2.15	4,513	3.49	4,041	2.15	3.4	1.26
2023-03-07	4,468	3.22	4,473	4.25	4,456	3.18	4.21	1.02
2023-03-08	0	0	0	0	4,216	1.58	2.11	0.53
total	46,345	23.67	57,092	38.8	50,647	25	39.81	14.81

5.4 API SSP/DSP

In this subtab, you can observe the list of endpoints’ names and their API Links which you can share with your partners.

SSP Export

SSP API LINKS

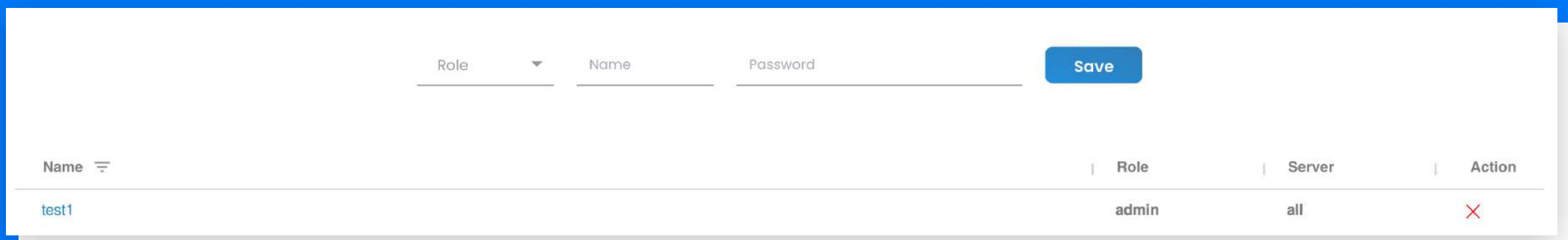
Endpoint	Link
bcc_banner_test_US_EAST	http://api.bc-sys.com/ssp_xml?platform=lite&endpoint=bcc_banner_test_US_EAST&token=74f7ddcb8f4d359223f340e3e88be0e5&start=2023-03-02&end=2023-03-08
bcc_video_test_US_EAST	http://api.bc-sys.com/ssp_xml?platform=lite&endpoint=bcc_video_test_US_EAST&token=74f7ddcb8f4d359223f340e3e88be0e5&start=2023-03-02&end=2023-03-08
new_test_banner_US_EAST	http://api.bc-sys.com/ssp_xml?platform=lite&endpoint=new_test_banner_US_EAST&token=74f7ddcb8f4d359223f340e3e88be0e5&start=2023-03-02&end=2023-03-08
new_test_video_US_EAST	http://api.bc-sys.com/ssp_xml?platform=lite&endpoint=new_test_video_US_EAST&token=74f7ddcb8f4d359223f340e3e88be0e5&start=2023-03-02&end=2023-03-08
new_US_EAST	http://api.bc-sys.com/ssp_xml?platform=lite&endpoint=new_US_EAST&token=74f7ddcb8f4d359223f340e3e88be0e5&start=2023-03-02&end=2023-03-08
new_US_EAST	http://api.bc-sys.com/ssp_xml?platform=lite&endpoint=new_US_EAST&token=74f7ddcb8f4d359223f340e3e88be0e5&start=2023-03-02&end=2023-03-08

Admin

6.1 Manage Users

Right here, you are allowed to create access for your team members. You need to click on => Admin => Manage Users.

The next step will be to fulfill the fields with “role” ((user - can only review the platform without any access to make changes; admin - can do everything on the platform; manager - has limited access to the platform (you can choose the particular task that member can do on the platform), “name” and “password”. Once you have done with the settings, click “save changes”. The table with access for your team members will appear.

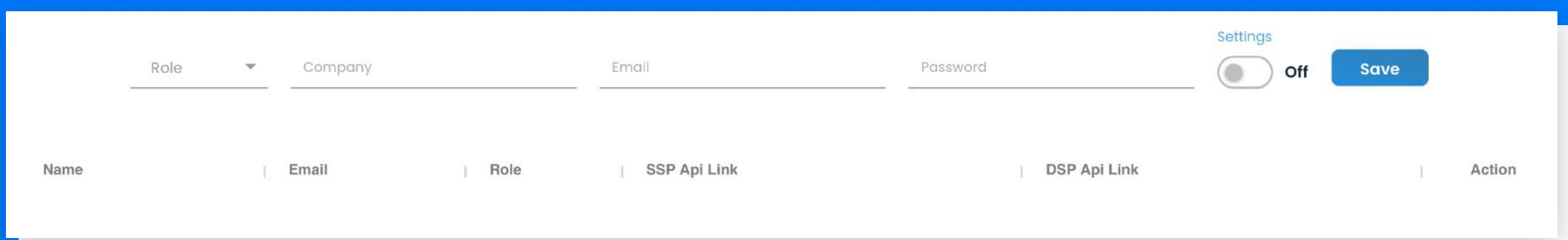


6.2 Manage Partners

Let’s transit to API reporting. We can provide the API reporting per EP and for the activity of all Eps belonging to one company. In this subtab, you can generate the API for one company with the stats from all the company’s endpoints.

To proceed: Choose Role – Company Name – insert Email – Password and save changes.

In the table below, you’ll be able to get the API link for the whole activity of the company.



6.3 View History/User Logs

Onwards are two subtabs that will help you to observe your team members' logs and actions. With its help, looking through the settings you applied moments ago and watching the trades is comfortable.

The screenshot shows a web interface titled "VIEW USER LOGS". At the top, there are four filterable columns: "Users", "Quantity", "Query", and "Date". Below these filters is a table with the following data:

User	Date	Table	Query
liteAcc	2023-02-09T16:37:33.000Z	LOGIN	"2023-02-09T17:06:49.394Z" role:admin
liteAcc	2023-02-09T16:37:41.000Z	LOGIN	"2023-02-09T17:07:33.930Z" role:admin
liteAcc	2023-02-09T16:38:14.000Z	LOGIN	"2023-02-09T17:06:34.314Z" role:admin
liteAcc	2023-02-09T16:38:19.000Z	LOGIN	"2023-02-09T17:08:15.182Z" role:admin

6.4 Servers

Be ready to monitor your Servers tab daily.

The quantity and price of the servers will be located in the upper left corner. With the CPU System Load metric, you will keep the possible overloading under observation and, if necessary, write to your Support Manager to add more servers. Win Response, Impressions, and Requests graphics will help to analyze your traffic.

