BidsCube

Ad Exchange 'Lite'

Product Guide

2023

Table of Contents

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.

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 button "All" click on the field "Choose Account Manager" to select the dedicated manager who is responsible for certain companies. By clicking on "Details of settings" in the right corner you are able to 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:

- **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** (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 an access to your statistics in real-time (20 minutes delay), the frequency of updates is specified by the partner);

- **Action** (here you can archive the endpoint; please note that the statistics for archived endpoint is not saved and it is highly recommended to archive the endpoint only after the full settlement with the partner by this endpoint).
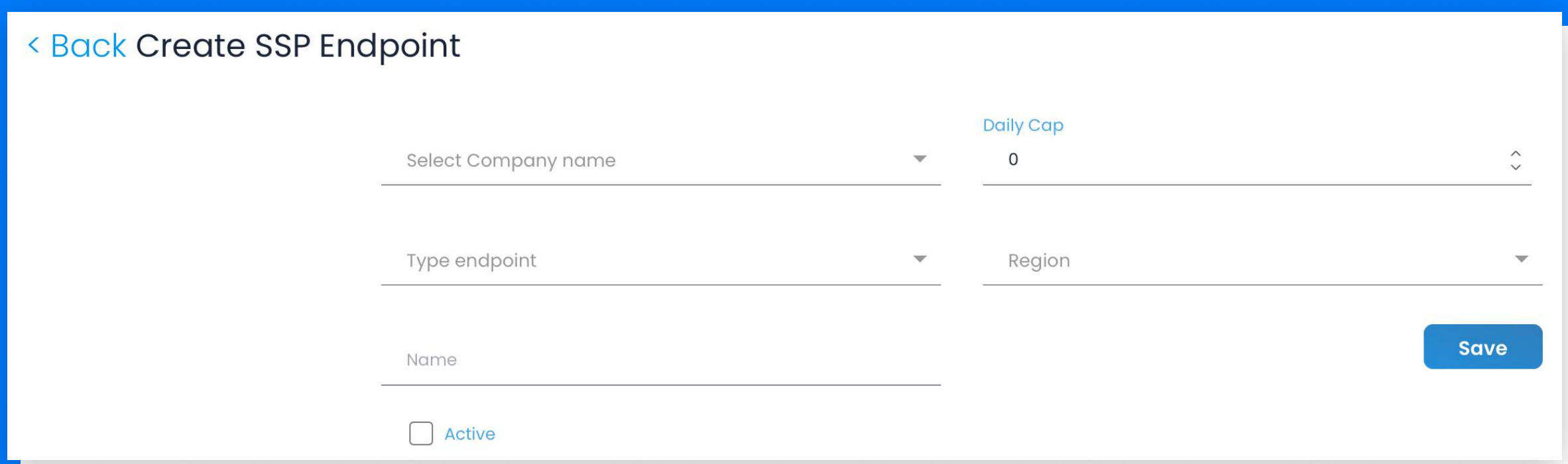
☰ SSP

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	☑	424.17
bcc_video_test_US_EAST	http://endpoint.bc-sys....	US_EAST	☑	474.52
new_US_EAST	http://endpoint.bc-sys....	US_EAST	☐	0
new_test_banner_US_EAST	http://endpoint.bc-sys....	US_EAST	☑	0
new_test_video_US_EAST	http://endpoint.bc-sys....	US_EAST	☑	0

1.2 SSP Endpoint Creation

1. To add a new endpoint just click on "+" on the main SSP admin panel. It is located in the upper right corner near the "*Details of settings*" button.

2. Further step is to choose *the company name* and if the company is new, write the new company name in the first line.

3. The next step is to choose the *format of traffic in the second line* (banner, video, native or audio).

4. Following move is to insert the *EP name* **BUT**! it is necessary to follow strict rules. The endpoint's name should coincide with the company name to avoid discrepancies and any misunderstandings. Make sure that you use only underscore without any brackets, dots and symbols. For example: *COMPANYNAME_BANNER_INAPP*. In the following, **Daily CAP** and **Region**.
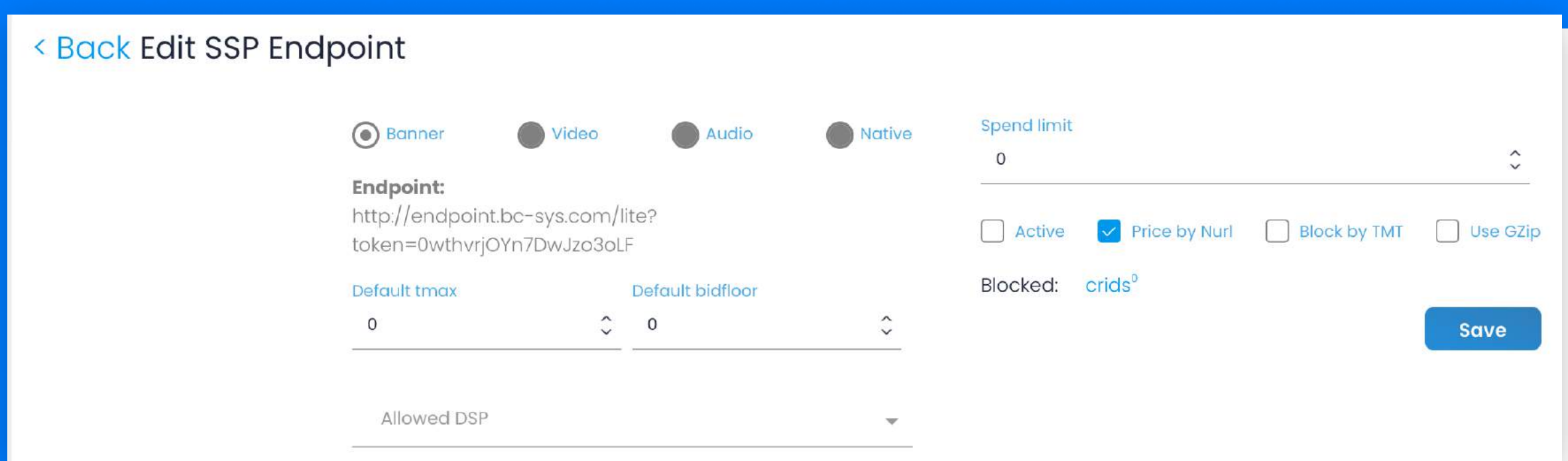
< Back **Create SSP Endpoint**

Select Company name ▼	Daily Cap
	0
Type endpoint ▼	Region ▼
Name	
☐ Active	Save

< Back **Edit SSP Endpoint**

◉ Banner   ● Video   ● Audio   ● Native

Endpoint:
http://endpoint.bc-sys.com/lite?
token=0wthvrjOYn7DwJzo3oLF

Spend limit
0

☐ Active   ☑ Price by Nurl   ☐ Block by TMT   ☐ Use GZip

Blocked: crids[0]

Default tmax
0

Default bidfloor
0

Save

Allowed DSP ▼

5. When you have done with creation, you can apply changes to the endpoint if it is needed. Just click on the endpoint's name.

6. You'll be able to observe: The **Statname**, the **Endpoint**'s link which you need to send to your partner, **Format of the traffic**, **Default tmax/bidfloor**, **Allowed DSP** (allow only particular DSPs to receive requests from this SSP; note that if you allow some particular DSPs, another DSPs will be blocked automatically), Spend limit (daily cap), **Blocked crids** (click to block the list of creative ID's), "**Active**" button (switch on/off the endpoint) and **Price by Nurl** (Nurl - Win notice URL called by the exchange if the bid wins), **Use GZIP** (receive encrypted requests from your SSPs).

1.3 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 it quite rapidly. On the DSP panel you will see the list of your DSP-partners.

Let's revise how SSP table differs from 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=fLgtdWjazH4SW...	banner	500
bcc_video_test_US_EAST	cv.bidscube.com/?token=EXyTaoIoP34Lbi...	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

Further step will be to click "+" on the DSP panel, to fill in the fields with necessary information (the same way as in the SSP tab with additional fields: "**Keyname**" - the endpoint's name; "**Endpoint**" - paste the URL of the endpoint that your partner sent to you) and save the above.

To apply settings for the endpoint, you need to go to EP settings (just click on the endpoint's name):

- You are capable of choosing:

Format of traffic ⬇️

Traffic Format	Specification
Banner	-
Native	NativeSpec - All/1.0, 1.1, 1.2
Video	ReqVideoAPI (List of supported API frameworks for this impression. Refer to List 5.6 by OpenRTB specification. If an API is not explicitly listed, it is assumed not to be supported; and Audio) Video format - both/video/ctv

Versions of OpenRTB ⬇️

Support 2.3/2.5 (we support all version 2.5 and above, so it is not necessary to turn it on if it is not the requirement of your partner)

NURL ⬇️

It is turned on by default, but you can turn it off any minute. We count by adm, nurl is just the additional way of counting the impression and nurl is not billable;

- Insert **QPS** and **Daily Cap** (in USD);

- Choose the auction price – 1 / 2 (default auction price in our platform is 2)

- Choose the type of traffic (desktop, mobile app or mobile web) **!Mandatory!**

- Set **Min/Max Bidfloor** and **minimum Tmax** (expectation for an answer no more than a certain time)

- Switch on if partner requires only **IFA** (identifier of advertiser), **Carrier** (mobile operator), **PubID** (publisher ID - unique identifier for your AdSense account), **UserID** (allows you to associate the persistent identifier of a specific user with data about his interactions during one or more sessions from one or more devices), **GZIP** (encrypted requests to send) or **Intstlonly** (a full-screen ad that covers the interface of the host app).

- The next our step is to stay with **Optimizer**. Speaking of which, we recommend to not turn it off because it is collecting the data, which is based on your bidding activity and it starts sending more traffic where you bid the most – a very useful customisation;

- **Allow Anime** - turn on/off domains/apps from the anime category (in many cases anime domains/apps are considered as low-quality traffic);

- Hereafter **No Mismatched Bundle** (to avoid the cases when bundle in the request and related impression are different);

- Set **Bidfloor Margin**, % (it is the percentage that you can add to the original floor and thanks to this, DSP will win the auction more (you can drive up the numbers manually) and **Dynamic Price Margin %** (a unique algorithm based on a machine learning that helps to find out the optimal rate and a perfect balance between margin and win rate);

- The next setting is **Blocked SSP** - choose from the dropdown list those SSPs, which requests will be blocked. **Allowed SSP** - choose from the dropdown list the SSPs, only which will be allowed to send the requests;

- In the following we can see **allowed sizes** (if there are no required sizes in the list, you can add the new ones in the appropriate field), **allowed/excluded countries** and insert **blocked** bundles/sites/app names/publishers or **allow** bundles/sites;

- Moving forward to choose **Device OS** (Android, iOS, Mac OS, Windows) and **connection type**(s): 2G, 3G, 4G, Wi-Fi;

BidsCube

• After you complete the setup, click "Save". You can change configurations of the previously created endpoints the same way.

1.4 SSP Info

This subtab is a great 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 that your SSP partners are sending to you.

	Banner			Native			Video		
SSP Name	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									

Select Account Manager ▼

1.5 DSP Info

Follow our move to DSP info, 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**;

· **Endpoint**s' 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 specified 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, 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 %

Listings
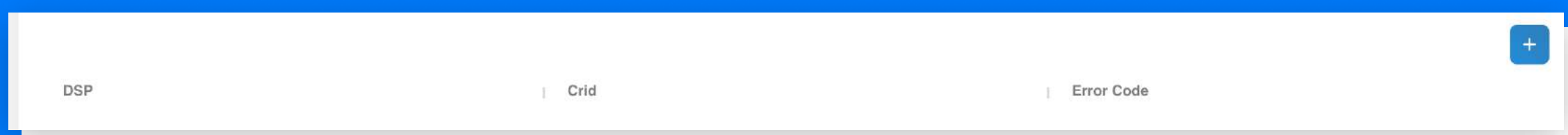
2.1 Adult/Anime/Black Sites

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.
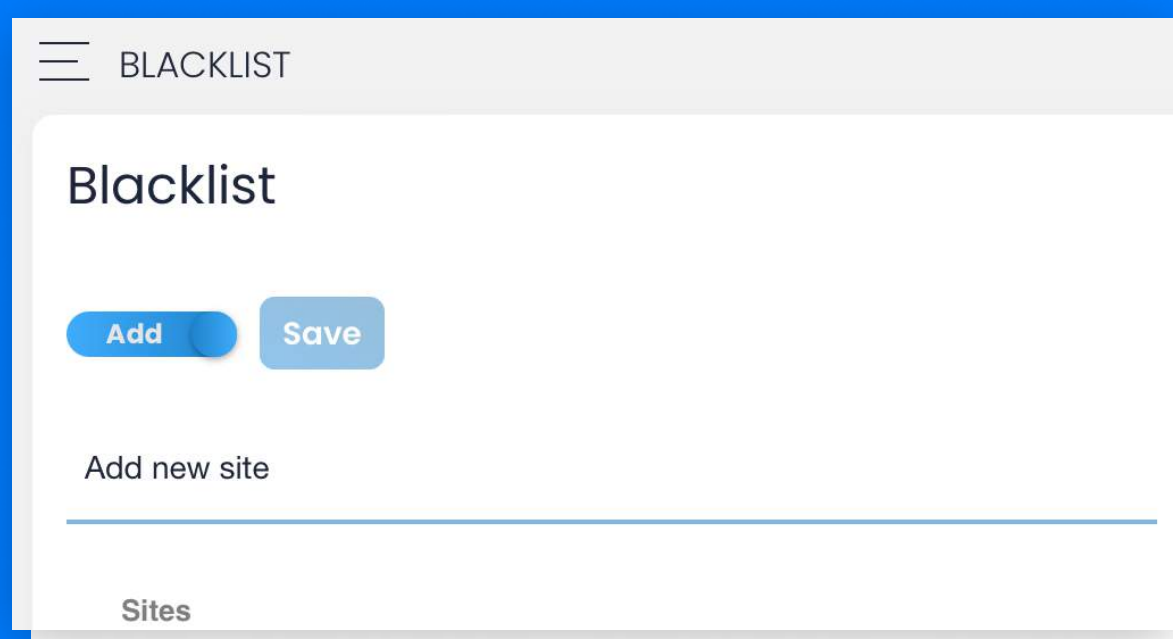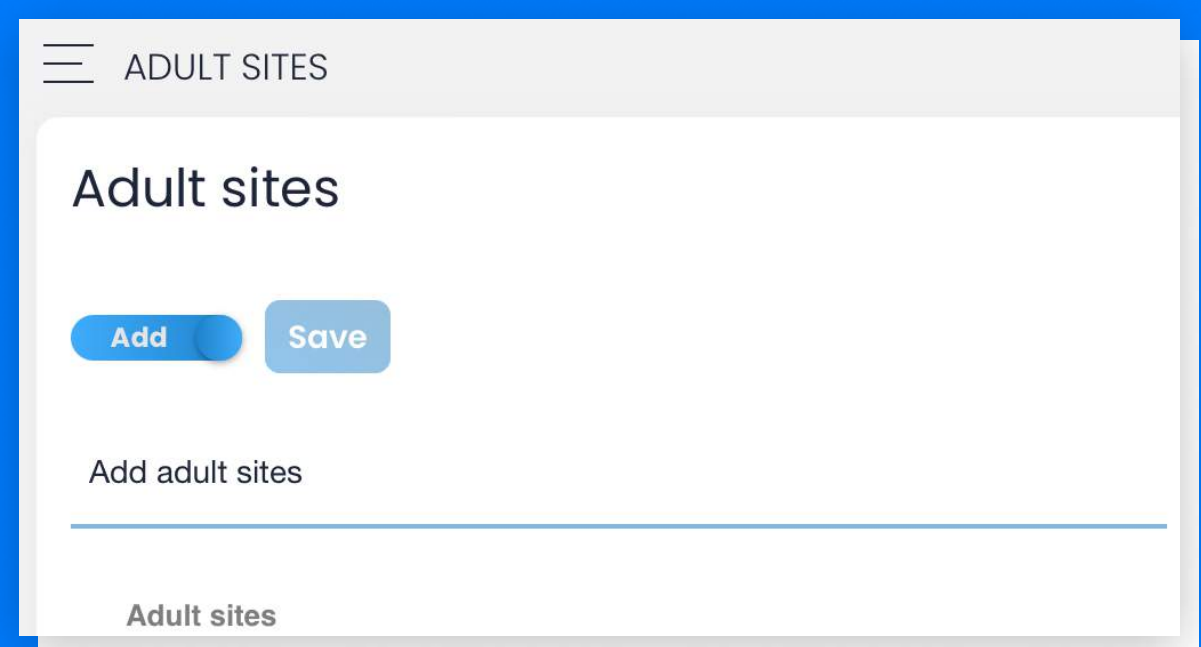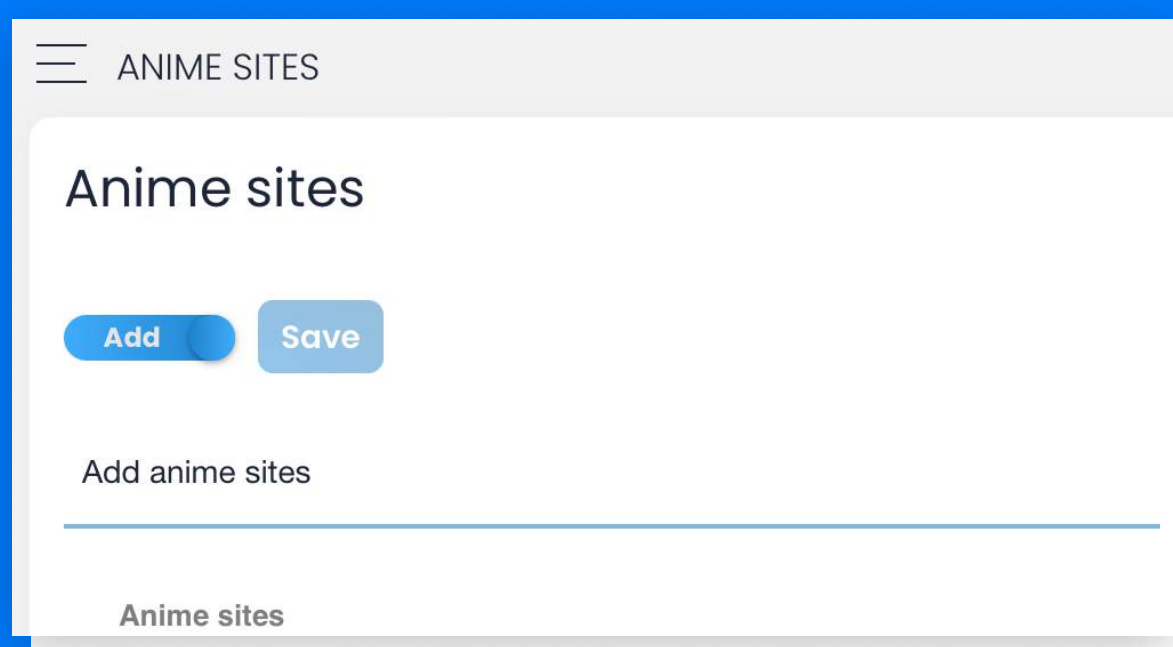
2.2 Blocked crids

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

DSP		Crid		Error Code
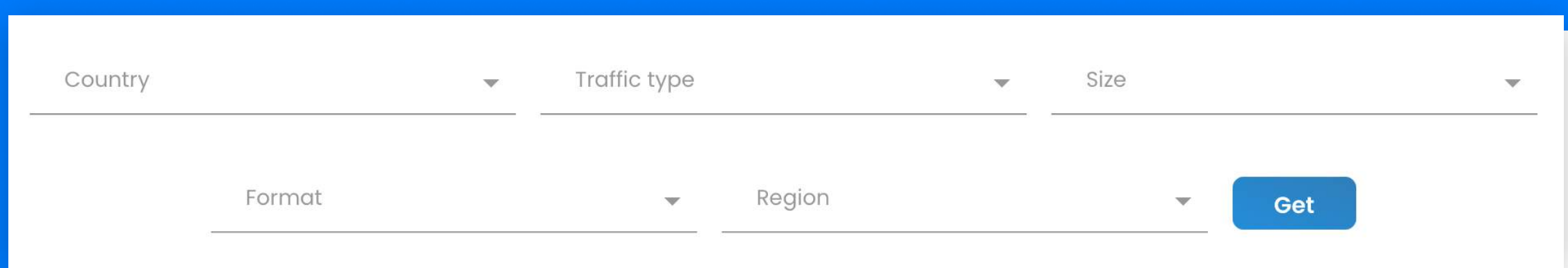
2.3 Traffic

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 in the form of charts. You can choose DSP or SSP which interests you the most and choose 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 and etc.)

Top DSPs and SSPs will be shown in the form of pie charts at the end of the page.
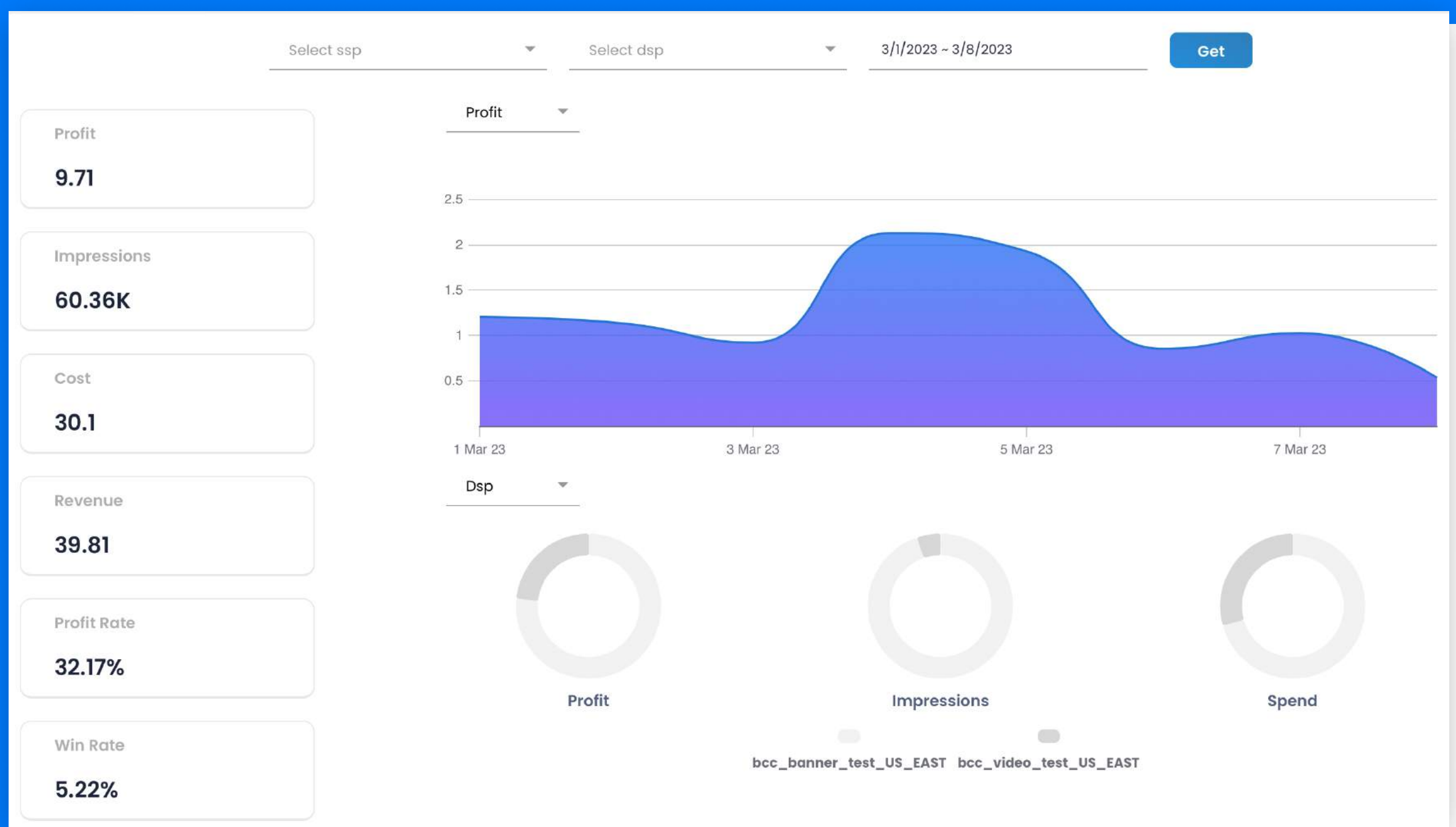
3.2 SSP / DSP Statistics

The next subtab will help you to observe spending for the last 2 days per selected SSP and DSP endpoints match. Along with that, you can filter out the necessary data by format and type of traffic. What's more, you have the ability to check profit differences for desirable endpoints match by a day.

3.3 Country Statistics

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

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. The most important thing is that 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 format of the traffic, and the period. Later on, two tables with statistics will be shown.
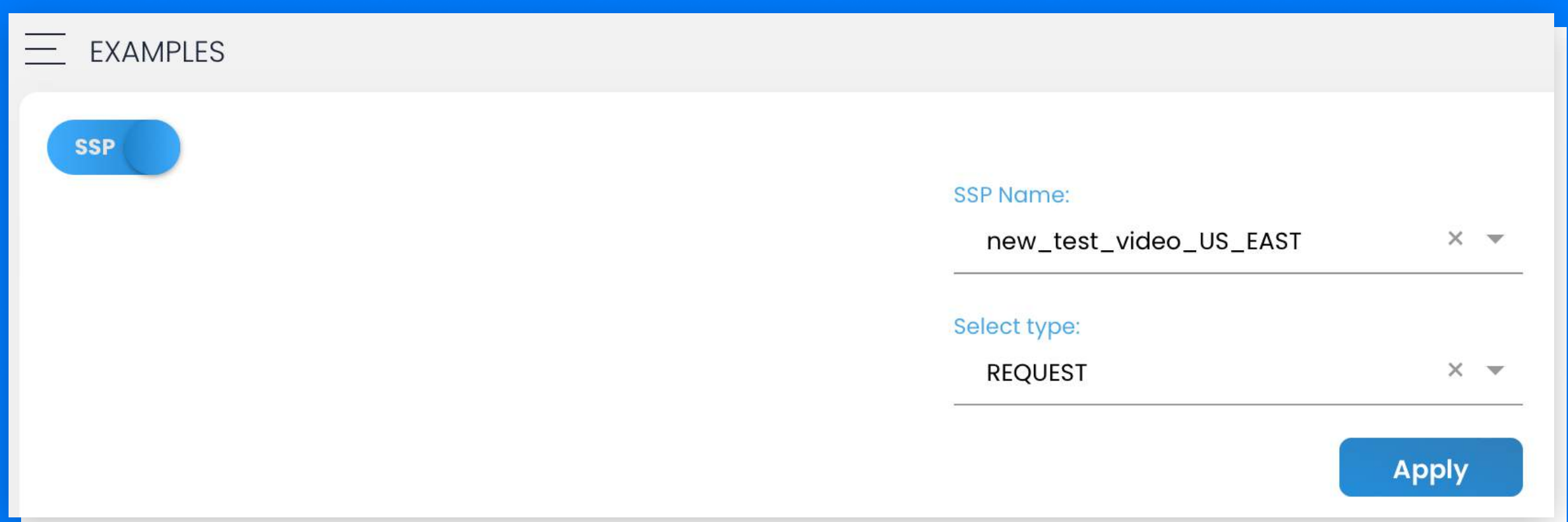
The first table "WIN RATE SSP/DSP" consists of DSP/SSP name, win rates, and profit.

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.

Aplication

4.1 Application Examples

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

4.2 Scanner Tracker

BidsCube Lite Version does not provide any scanners, but if you have your own scanner – don't hesitate to implement your pixel.

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	▼	☐		new_test_banner_US_EAST new_test_video_US_EAST new_US_EAST new_US_EAST
bcc	N/A	▼	N/A	▼	Prepay	▼	☐		bcc_banner_test_US_EAST bcc_video_test_US_EAST

5.2 Partner API Links

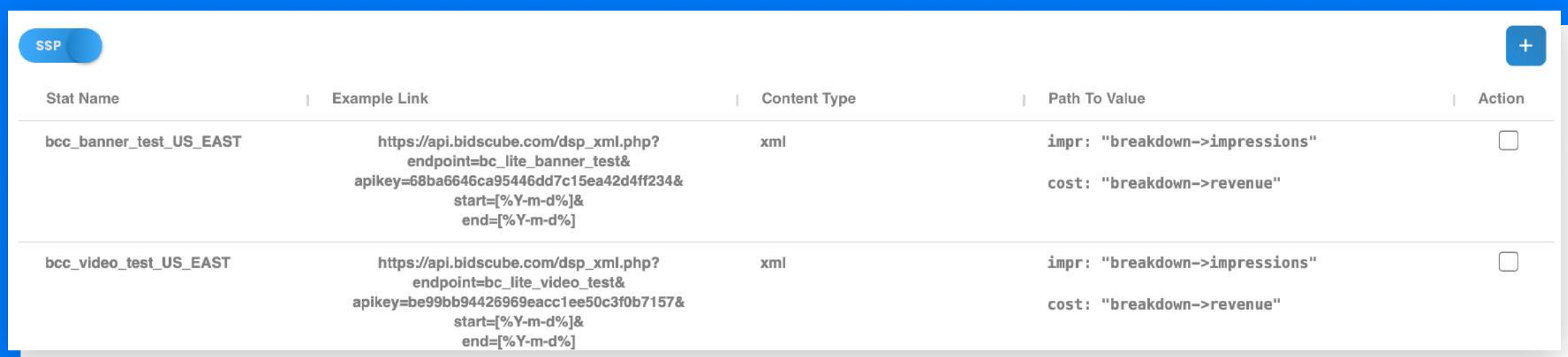To observe the list of implemented API links, you need to go to the Statistics tab => Partner API Links.

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

- to 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
SSP	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"		☐
	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"		☐

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: | | Timezones: | | Date: | | | | |
| Company ▾ | | No ▾ | | 3/1/2023 ~ 3/8/2023 | | Get | | |

| | SSP | | DSP | | Lite | | Discrepancy | |
Date	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 will be able to observe the list of endpoints' names and their API Links which you can share with your partners.

SSP

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 members of a team. 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, you need to click "save changes". The table with access for your team members will appear.

Role ▾	Name	Password	Save

Name ≡		Role	Server	Action
test1		admin	all	✕
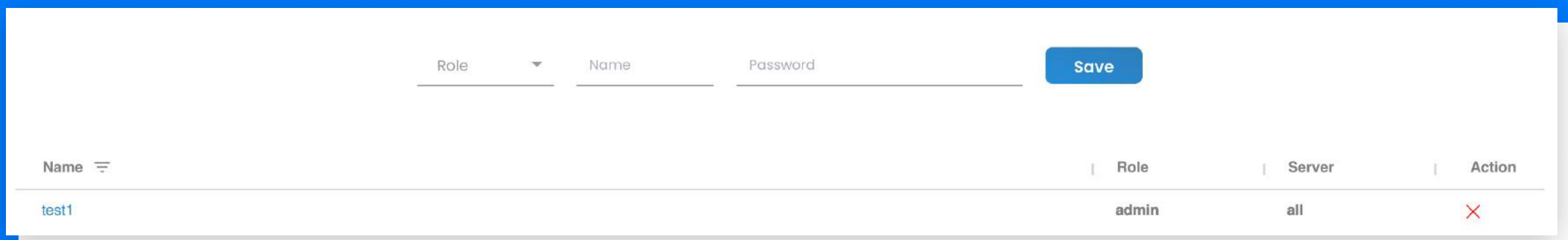
6.2 Manage Partners

Let's transit to API reporting. We can provide the API reporting per EP and also for the activity of all Eps that belongs to one company. In this particular 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.

Role ▾	Company	Email	Password	Settings Off	Save

Name	Email	Role	SSP Api Link	DSP Api Link	Action
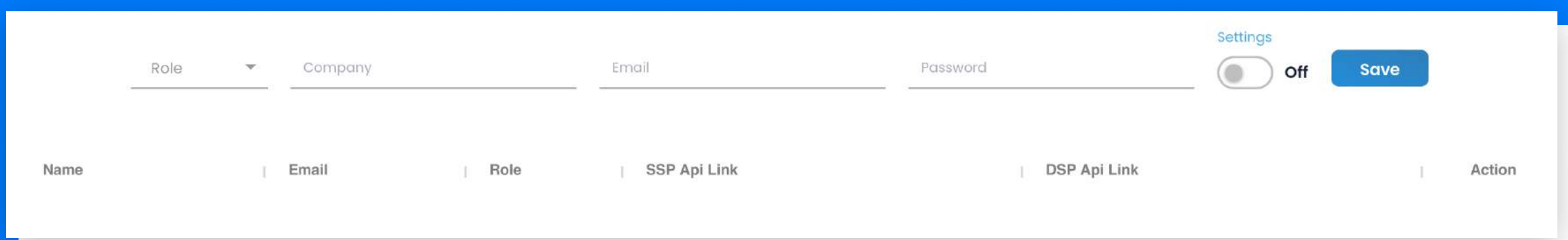
6.3 View History/User Logs

Onwards are two subtabs that will help you to observe your team members' logs and actions. With its help of it, it's comfortable to look through the settings you applied moments ago and keep an eye on the trades.

☰	VIEW USER LOGS			
	Users ▾	Quantity ▾	Query ▾	Date
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 daily monitor your Servers tab.

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

☰ SERVERS
300 Total Price	**1** Total Servers
Metrics ▾

CPU System Load (1m avg)

Cur	Min	Max	Avg
8	3	48	8

CPU System Load (5m avg)

Cur	Min	Max	Avg
7	5	17	8

Win Responses Total

Cur	Min	Max	Avg
3	0	4	2

impressions Total

Cur	Min	Max	Avg
0	0	1	0

Requests

anyReq toDspReq totalReq