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**From:** James Avery [javery@adzerk.com]  
**Sent:** 4/25/2019 1:32:25 PM  
**To:** Sarah Sluis [sarah@adexchanger.com]  
**Subject:** Re: Question about your tweet :)

Yeah, exactly. It is binary, either it wins or doesn't and you never actually find out the price it won at. You just get a total CPM for the hour, day, month, etc.

Nope! People who are doing banner ads are so tied to GAM it's not even funny. When OpenX and AdTech shutdown we got some good customers, but they weren't general display they were more native or direct sold. If you want to play the header bidding, ad exchange game you pretty much need GAM. We even tell customers that. :)

James Avery, CEO  
Adzerk (<http://adzerk.com>)  
Twitter - @averyj

Sent via Superhuman

On Thu, Apr 25, 2019 at 12:54 PM, Sarah Sluis <[sarah@adexchanger.com](mailto:sarah@adexchanger.com)> wrote:  
I see! So a tag is essentially saying "yes or no," and if it's yes they don't say the price until the ad is delivered?

Separately, is all this worry about Google Ad Manager leading to any inbound interest in Adzerk? Or is the Google Ad Manager ad server-ad exchange tie impossible to break for a large, established publisher?

On Thu, Apr 25, 2019 at 11:56 AM James Avery <[javery@adzerk.com](mailto:javery@adzerk.com)> wrote:  
The problem with tags is that they are opaque, you don't get the bid of the ad. You can set a floor price, but you can't have it compete with other tags. (which is what led to header bidding in the first place, it got us away from the waterfall of tags with floors)

Yeah, you could possibly hack something together to get AdX to work in the header, but it would be unsupported and they could break it or tell you to stop. Most publishers are deathly afraid of getting banned from Google or AdX so they aren't going to take the risk.

-James

James Avery, CEO  
Adzerk (<http://adzerk.com>)  
Twitter - @averyj

Sent via Superhuman

**PTX0758**

**1:23-cv-00108**

On Thu, Apr 25, 2019 at 11:52 AM, Sarah Sluis <[sarah@adexchanger.com](mailto:sarah@adexchanger.com)> wrote:  
Thanks, James! Really appreciate it. So if you put an AdX tag into another publisher ad server, what is the downside? Couldn't you just get a bid from the AdX tag for each impression and have it compete against all



the other exchanges? Essentially do some kind of dynamic allocation where you have all the other exchanges try to outbid that tag after it gets submitted?

I know in DFP tags usually meant it was your "turn" to bid and then if you turned it down there would be a passback, but feels like there would be a way to re-jigger it in a different ad server.

I think I've heard of people trying to put AdX in their header as well... have you?

Sarah

On Wed, Apr 24, 2019 at 10:17 PM James Avery <[javery@adzerk.com](mailto:javery@adzerk.com)> wrote:  
Always happy to help!

I don't know if Adwords bids on other exchanges, but their DSP definitely bids across lots of different exchanges.

But AdX is almost completely tied to DFP (Ad Manager). We have worked with some customers who have AdX tags, meaning they can put them in our ad server or another, but no one really wants to use tags anymore since you end up with passbacks and other inefficiencies.

We asked Google multiple times to let us integrate with AdX the same way Ad Manager does and they always claimed it wasn't possible. (despite us doing the same with Index, Pubmatic, etc).

AdX also will not bid through header bidding, they don't support any kind of header bidding integration. This is why almost all header bidding works by bringing in other bids from people like Index, etc and sending it in to DFP where it can then compete against AdX there.

Almost every ad server has gone out of business because of this integration between AdX and Ad Manager, publishers may want to use another ad server but they would end up giving up a chunk of revenue from AdX. It turns out monopolies are pretty effective. :D

Let me know if you have any questions!

James Avery, CEO  
Adzerk (<http://adzerk.com>)  
Twitter - @averyj

Sent via Superhuman

On Wed, Apr 24, 2019 at 7:52 PM, Sarah Sluis <[sarah@adexchanger.com](mailto:sarah@adexchanger.com)> wrote:  
James -

Saw the exchange with Steph on Twitter (<https://twitter.com/averyj/status/1121167981084663808>). I thought that AdWords could \*kinda\* integrate with other ad servers. And I know that AdWords does bid on other exchanges a bit now, albeit not a lot.

What is the important distinction to understand here? Why can't publishers put AdX into a header bidding setup exactly? Or what can they not do outside Ad Manager that they can within Ad Manager?  
Background here fine, just trying to get smarter about my Google coverage!

Sarah

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Sarah Sluis

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