From: "Jonathan Bellack (Google Docs)" <d+MTExNDE1NDQyMTE3NTc0MTQyMTc4-
MTAxMTIxNDAxNzA5OTU5NjQ0MDE2@docs.google.com>
To: bradbender@google.com
Subject: ATTY CLIENT PRIVI... - is there any way that defensive biddi...

Jonathan Bellack resolved a comment in ATTY CLIENT PRIVILEGED Sell-side pricing 2.0

Sissie Hsiao

calling DBM many times for the same query by using multiple exchanges at once
is there any way that defensive bidding can do something to protect us - this whole section basically says to me that the current implementation of DBM is disadvantageous to our sellside position.

Brad Bender
+1

Jonathan Bellack

Sissie, yes that is what this section says. The DBM model was built on the assumption that there was inventory only available through middlemen (exchanges) but in reality 78% of DBM/AwBid spend on 3PE is now on sites we already have a platform relationship with.
+pshodjai@google.com +vivekrao@google.com +tmaurer@google.com +davidgoodman@google.com

Jim Giles

There is some progress on this already -- Poirot for example, but we need to do more. +nirmaljayaram@google.com

Kenny Kaiser

+steveswan@google.com and I have been looking at this in the context of apps

https://docs.google.com/document/d/1qmlQWwJs2_N1SaNbnOuLcsuVeUQ9LBUv8X-lWwTkGjg/edit?ts=5b291b61#heading=h.uvn4fm9qjknk

Sissie Hsiao

if we already have relationships with 78% of the 3pe inventory why are we not winning it through our own access point?

Nirmal Jayaram

+davidgoodman@google.com The best guess is that the Adx floors are higher. Plus there could be some variability in bidding that can cause higher bids on 3PE, but we have had launches aiming to eliminate this.

David Goodman

Floors (3pe have it cheaper), policy (3pe has fewer vendor or other restrictions) or access (3pe has access or position that we don't have despite the fact that we may have a relationship with the site.

Kenny Kaiser

We have seen evidence at least in apps, that other exchanges are getting called at higher floors, adx at lower - varies which exchange by app

Kenny Kaiser

for example, here is DBM buying 320x50s in open auction on com.surpax.ledflashlight.panel

https://screenshot.googleplex.com/ohPn8aMi3n8

Rahul Srinivasan

Unifying floors across AdX, Exchange Bidding and Header Bidding (same floor for DBM irrespective of channel) will address some of these gaps - we could launch a new 1P auction floor product on DRX, which would apply uniformly to all these channels, and move GDN and DBM to a 1P auction (i.e. they would no longer be subject to the existing high AdX floors)
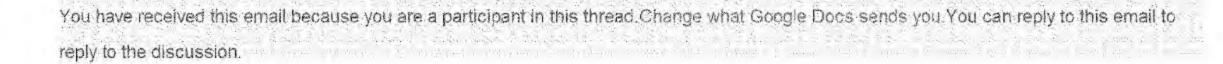
PTX0625

1:23-cv-00108

Jonathan Bellack
Marked as resolved

Open

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