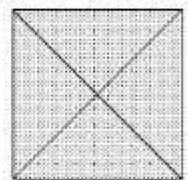


From: "Jim Giles (Google Docs)" <d+MTA1NzMzNTA2MTM5NTgxNzQ1ODQz-MTAxOTIyODY1NjAzODkyNTEzNjY0@docs.google.com>
To: apappu@google.com
Received: Wed, 28 Sep 2016 06:29:36 -0700 (PDT)
Subject: Buy-side perspect... - It was in reaction to the integration...

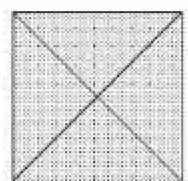
Jim Giles replied to a comment on Buy-side perspective on Header Bidding (SHARED)



Max Loubser

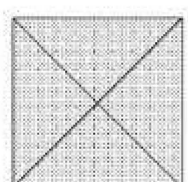
EDA (Enhanced Dynamic Allocation)

It was in reaction to the integration between ADX and DFP which gave ADX real time pricing, but other exchanges only average pricing. This existed as long as Dynamic Allocation and has nothing to do with the cross-priority competition introduced by **Enhanced** Dynamic Allocation.



Aparna Pappu

Agree with max - it was a response not to EDA but the fact that any kind of dynamic allocation with DFP ONLY worked with AdX and not any other exchange - the rest had to work on avg prices



Jim Giles

+1

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