

**From:** Liz Toth <lizd@google.com>  
**To:** CR-NetworksWest <cr-networkswest@google.com>  
**Sent:** Tue, 14 Feb 2017 15:31:59 -0800  
**Subject:** Re: [CR] Yahoo - Header Bidding Discussion - 2/8/17  
**Cc:** Aparna Pappu <apappu@google.com>, James Giles <jimgiles@google.com>, Jacob Whitson <whitson@google.com>, adx-customer-feedback <adx-customer-feedback@google.com>, CR-NetworksEast <cr-networkseast@google.com>, pdc-all <pdc-all@google.com>, Jonathan Bellack <jbellack@google.com>, "adx-pm@google.com" <adx-pm@google.com>, drx-pm <drx-pm@google.com>

@Megan - to answer your question, yes SSPs are saying they can compete higher in the priority with HB. It is important for us to let buyers know that FL can preempt any reservation and HB tag and that HB typically competes in priority 12.

It's my understanding that most publishers still have HB compete at price priority (12), it's just that a more accurate CPM is passed via the key value. When SSPs are saying HB gets them priority are those SSPs convincing the Publishers to book the SSP higher in the DFP stack (8 or 6)?

On Tue, Feb 14, 2017 at 2:50 PM, Liz Toth <lizd@google.com> wrote:

It was definitely helpful to have the header bidding conversation with Yahoo and walk through the deck as a first step to addressing any misconceptions or misinformation. It is clear that other SSPs are going in and telling their version of the HB story and that our buyers may not fully understand how the DFP waterfall works.

I had a chance to catch up with Sam to talk through some bidding strategies, but agree that a playbook would be helpful for our sales team.

On Tue, Feb 14, 2017 at 2:48 PM, Sam Cox <samcox@google.com> wrote:

We can. We're on it. :-)

Best,

Sam Cox

Samuel R. Cox | AdX Group Product Manager | Buyside and Policy

"It is not enough that we do our best; sometimes we must do what is required." - Winston Churchill

On Tue, Feb 14, 2017 at 5:42 PM, Aparna Pappu <apappu@google.com> wrote:

Sam/Jim can we come up with a playbook here?

Worried that this perception is convincing buyers they are losing access via Adx.

On Feb 14, 2017 3:40 PM, "Megan Hilts" <meganhilts@google.com> wrote:

**PTX0470**

**1:23-cv-00108**



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Megan Hilts | Account Executive | [meganhilts@google.com](mailto:meganhilts@google.com) | 212-565-2542

On Tue, Feb 14, 2017 at 2:30 PM, Liz Toth <[lizd@google.com](mailto:lizd@google.com)> wrote:

+ PDC All (as some people did not receive)

On Mon, Feb 13, 2017 at 2:05 PM, Donny Greenberg <[donnyg@google.com](mailto:donnyg@google.com)> wrote:

Our best tip is to only buy from AdX -> guarantees they'll only get one callout per impression :)

On Mon, Feb 13, 2017 at 5:01 PM, Jonathan Bellack <[jbellack@google.com](mailto:jbellack@google.com)> wrote:

+drx-pm@ -- suggest using that instead of adx-pm@ as it will reach more people.

-- Jonathan Bellack / [jbellack@google.com](mailto:jbellack@google.com)

Director, Product Management / Publisher Ad Platforms

On Mon, Feb 13, 2017 at 2:11 PM, Jacob Whitson <[whitson@google.com](mailto:whitson@google.com)> wrote:

Hi Liz-

We've heard similar feedback from Quantcast. Specifically that other exchanges are approaching them and offering to be a single source of priority supply via HB technologies. Quantcast is also having serious issues with getting the same inventory from multiple exchanges with no way to flag it - they're internal research shows that up to 28% of the impressions they see are duplicates.

Jake

On Wed, Feb 8, 2017 at 1:41 PM, Liz Toth <[lizd@google.com](mailto:lizd@google.com)> wrote:

**Meeting Type:** Product Deep Dive  
**Feature(s) discussed:**  
First Look

**Summary:**  
Yahoo - Header Bidding Discussion  
2/8/17  
F2F SF

Yahoo: Jenn Thorsen, Marco Bianchi, Chris Kolk, Jake Dell'Aquila, Kumi Ebihara  
Google: Derek Hyde, Liz Toth, Brent Howland

**Key Takeaways:**

- Header Bidding is a very important discussion to have with all AdX buyers because it is a threat to our core business
- There is a lot of confusion about the DFP waterfall and how HB actually works, and other SSPs are going in and aggressively pitching HB
- SSPs are telling Yahoo that the only way to access certain inventory is through header bidding
- They are also telling Yahoo to have a "priority conversation" and that HB is the only way to get priority
- Yahoo really wants to better monetize First Look inventory - would love a FL signal
- We have an opportunity to help them monetize FL
- Another challenge with HB is that they may be getting the same inventory from multiple times and there is no way to flag it

**Action Items:**

- Provide ways that Yahoo can better monetize First Look inventory
- Provide more info on EBDA when available
- Pros and cons of server-to-server HB vs. Google's solution

**Event Link:** <https://doubleclick.my.salesforce.com/00U8000000ncx51EAA>

**Google Docs URL:** [https://docs.google.com/document/d/1VICxK\\_dQSlrgV-y6YzkVGgpvWufM4o4WlUlePI\\_bJlQ/edit](https://docs.google.com/document/d/1VICxK_dQSlrgV-y6YzkVGgpvWufM4o4WlUlePI_bJlQ/edit)



• Jake Whitson  
• Account Executive, Media Platforms  
• +1 415-847-8314  
• [whitson@google.com](mailto:whitson@google.com)

Check Out DoubleClick's [Programmatic Fundamentals E-Learning](#)

Liz Toth (Davis) | Senior Account Executive | Google, Inc. | o: [415.736.1274](tel:4157361274) | c: [323.252.3490](tel:3232523490)

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Liz Toth (Davis) | Senior Account Executive | Google, Inc. | o: [415.736.1274](tel:415.736.1274) | c: [323.252.3490](tel:323.252.3490)

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Liz Toth (Davis) | Senior Account Executive | Google, Inc. | o: [415.736.1274](tel:415.736.1274) | c: [323.252.3490](tel:323.252.3490)