# WHAT IS REAL-TIME BIDDING?

Real-time bidding is the **buying & selling** of online ad impressions through **real-time auctions**.

Auctions are facilitated by ad exchanges or supply-side platforms.

## IN OTHER WORDS...

You can compare real-time bidding to the stock market, where an entire inventory of ad space available to buy is similar to the stocks available.

## BEFORE

Traditionally, advertisers had to go through multiple vendors to purchase ad space, resulting in a bigger time commitment.

## NOW

Advertisers are able to purchase ad space within 200 milliseconds, automatically through self-serve platforms.

## BUT HOW DOES IT WORK?

**1** ADVERTISERS PLACE BID PARAMETERS*

*Min and max bid, target audience, and how the ad should be placed

**2** BIDS ARE PACKAGED UP AND SENT THROUGH A DSP* TO DIFFERENT PUBLISHERS

*Demand-side-platform

**3** PUBLISHERS DECIDE IF THEY HAVE A DISPLAY MATCH

MATCH

**4** IF MATCHED, THE AUCTION FOR PLACEMENT BEGINS

**5** ONCE A BID IS FINALIZED, THE PUBLISHER HAS THE OPTION TO ACCEPT THE AD

YES   NO

**6** AD IS ACCEPTED AND PLACED; IMPRESSION IS WON