

# The Bridge introduces **Gobid** – the fast RTB bidder

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## Inventory

Gobid opens access to display traffic from [Google DoubleClick Ad Exchange](#) and the [BidSwitch](#) networks. Gobid bidder by The Bridge [is certified](#) in Adx to ad serving in desktop and mobile (both web and in-app).

Google Ad Exchange serves over 300 billion ad impressions in Google Display Network (GDN) per week.

BidSwitch aggregates traffic from the [more than 80 SSPs](#).

## Targeting

At this time Gobid enables the following targeting capabilities:

- Website language(\*)(\*\*).
- Geography (country, region, major cities)(\*)(\*\*).
- Websites by domains (both black and white lists can be used)(\*)(\*\*).
- Mobile apps(\*)(\*\*).
- Mobile app category(\*)

- Device type (desktop, mobile, tablet)(\*)(\*\*).
- Mobile OS and version(\*)(\*\*).
- Publisher vertical<sup>1</sup>(\*).
- Brand safety(\*)
- Slot visibility (above the fold or below the fold)(\*).
- Viewability (predicted by Google based on the historical data)(\*).
- Frequency(\*)(\*\*).
- Mobile carriers<sup>2</sup>(\*)(\*\*).
- Browsers(\*)(\*\*).
- Remarketing by the list of the mobile advertising identifiers ([IDFA](#) for iOS and [AAID](#) for Android)(\*).
- SSP (\*\*).
- Publishers(\*\*). We able to pass the publisher ids into the clients ad tags and then turn off the bad sources.

Targetings marked with one asterisk are available for media buying in Google Ad Exchange network.

Targetings marked with two asterisks are available for media buying in BidSwitch network.

## Ad Creatives

Gobid allows serving image, flash and HTML ads<sup>3</sup>. To learn more about the requirements to ad creatives, please read [the ad requirements](#).

Gobid is also able to serve the full-screen banners in the mobile apps. You could obtain more details from our [whitepaper](#).

We also support the 3<sup>rd</sup> party tags ad serving. But we can't serve the rotative tags. So if you

1 According to the classification: <https://storage.googleapis.com/adx-rtb-dictionaries/publisher-verticals.txt>

2 According the table: <https://developers.google.com/adwords/api/docs/appendix/mobilecarriers>

3 Please be note that all the media files should be hosted on the client's CDN according to the Gobid ad requirements.

provide us the script - it should resolve the same ad each time it is called.

## Ad Campaign Management

We launch the placement in the manual mode for testing: the client sends ad creatives to the manager, who then uploads them into the system and after approval starts serving.

We grant API access for automated integration with the system. The client uploads their JSON config into the system in order to manage the buying process<sup>4</sup>.

You could do the following things through the API as well:

- immediately start/stop any campaign by the id;
- check the rest undelivered budget.

## Reporting

We provide the API access to obtain the reports. Reports could be delayed from 2 to 6 hours from the time of the real events happened. All the data is provided in both per-day and per-hour slices.

The list of the available metrics:

- Bids.
- Impressions.
- Unique impressions – impressions deduplicated by user.
- Delivered messages – impressions, deduplicated by the user/creative pair.
- Clicks.

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<sup>4</sup> Max available config size is 250Kb

- CTR – clicks to impressions ratio.

The list of the available slices:

- Line item – ad campaign.
- Creative.
- Total.

The list of the metrics and slices are constantly grows. Please ask your manager about updates.

## Costs

We sell the bidder as a service. You pay media cost (the actual cost of the inventory provided by SSP) plus tech cost. There are two main options for the tech cost calculation: percent from the media cost and fix additional CPM price. Please discuss the exact case which would be best for you with your manager.

Typically we ask the client to pay some deposit amount to start buying inventory.

We will add the 18% VAT for each bill as the local law requires.

## Examples of Ad Placements

**Ad placement 1: vehicle brand, B2C.**

Period of placement: July, 2015.

Objectives: cost per click – € 0.06 or less with a declared volume of 2500 clicks.

**Targeting:**

- Geography – throughout Russia;
- Mobile devices only;
- Up to three impressions per user;
- Ad space category: Autos & Vehicles, News, Hobbies & Leisure, Business & Industrial, Business Finance.

Banner format: gif; 320x50 and 300x50.

**Results<sup>5</sup>:**

- CTR 0.15%;
- CPC € 0.04 exclusive of VAT;
- CPM € 0.06 exclusive of VAT.

## **Ad placement 2: email marketing platform, B2B.**

Period of placement: February, 2015

Objectives: traffic conversion - at least 5%

**Targeting:**

- Geography – Moscow;
- Ad space category: Merchant Services & Payment Systems, Business Finance, Risk Management, Advertising & Marketing, Brand Management, Sales, Public Relations, Internet & Telecom, Email & Messaging, Internet & Telecom>Web Services, Search Engine Optimization and Marketing, Internet & Telecom>Service Providers, ISPs.

Banner formats: gif; 160x600, 200x200, 240x400, 250x250, 300x250, 300x600, 320x50, 336x280, 468x60, 728x90, 970x90.

**Results<sup>6</sup>:**

- CTR 0.16%;
- Conversion rate 7.8%;

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5 The tech cost excluded.

6 The tech cost excluded.

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- CPC € 0.07 exclusive of VAT;
- CPM € 0.12 exclusive of VAT.

## Contacts

If you are interested in cooperating with us or have more questions, please contact us at [info@bridgecdi.ru](mailto:info@bridgecdi.ru). We are always ready to realize any customized solutions our clients need!