



The Leader in Real-Time Bidding for Video

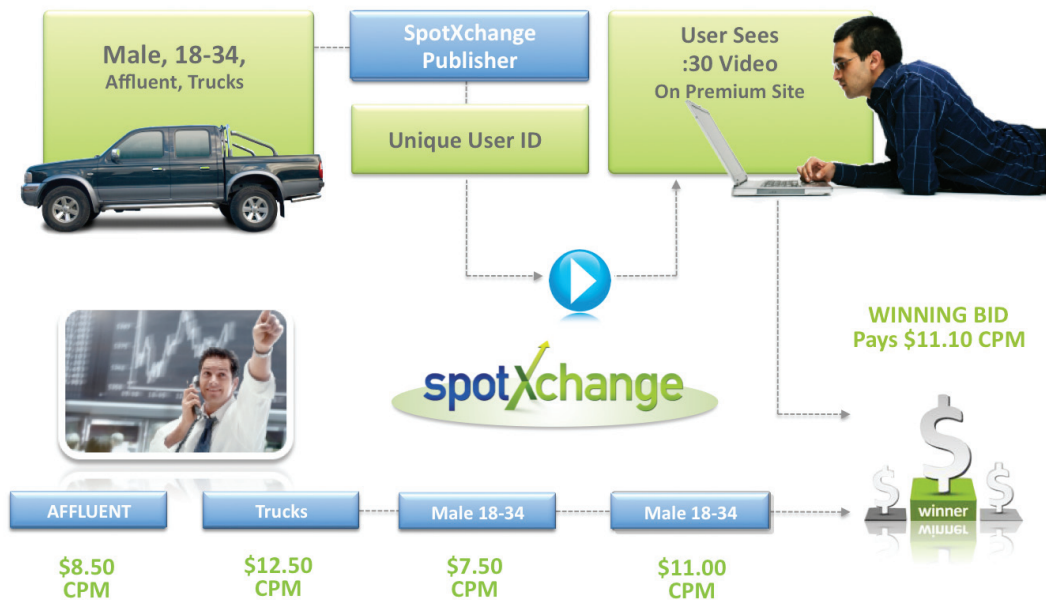
leader

Impression-by-impression value for advertisers, more control for publishers

Real-time bidding for online video advertising is here, making media buying a lot easier and more efficient.

Introducing **SpotMarket RTB™** — a solution that gives advertisers an easy, automated way to bid on an impression-by-impression basis for highly targeted video ad inventory made available through SpotXchange's auction-based marketplace. SpotXchange's RTB API provides a connection to a wide range of inventory sources, providing a real-time stream of impressions to eligible buyers. Today, with ever-increasing pools of liquid video inventory, RTB has come of age.

The main advantage of real-time bidding is that it helps media buyers find and reach audiences at scale. RTB buyers can use the full spectrum of SpotXchange's advanced targeting capabilities, including retargeting and behavioral targeting using third-party data. And then finding those audiences at scale ensures an ad is seen by the largest audience and the individuals most likely to respond.





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Why use Real-Time Bidding by SpotXchange?

Advertisers, Agencies, DSPs and Trading Desks

- Reach audiences at scale with greater efficiency
- Have impression-by-impression control as you bid on video ads
- Be more selective about inventory, placing premium bids on the most valuable audiences
- Access the most advanced targeting and optimization technology available
- Eliminate waste
- Campaigns are continuously monitored with the highest standards of brand protection
- Know that SpotMarket RTB is VAST and VPAID compliant
- Try a number of flexible bid/pricing models
- Gain insight at the impression level to identify trends and discover new insights about your consumers, context, and creative

Publishers

- Maintain control over sale and pricing of your inventory
- Increase competition and CPMs
- Access to a new channel of buyers and campaigns
- Enjoy higher revenue

The SpotXchange video ad marketplace is the world's largest due to the 700 publishers that request video ads targeting 60 countries on more than 50,000 sites. SpotMarket RTB offers the broadest audience reach in the industry.



ALWAYS THERE

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Getting started with real-time bidding

Advertisers can get started quickly with **SpotMarket RTB** by creating an account, setting targeting criteria, setting their maximum bid price and launching their real-time ad campaign. When an ad request from a publisher site matches a participating RTB advertiser's targeting criteria, SpotXchange then calls the RTB advertiser to compete for the impression.

Buyers can participate either manually by adding advertisements directly into their marketplace, or in an automated, dynamic way by providing API-based mechanisms to use during competitive bidding. From there, every impression is bid upon and all bids compete to win. SpotXchange continuously evaluates your campaign objectives and secures the inventory you need to complete your video ad campaign objectives at the lowest cost, whether your goal is to minimize eCPM spend or optimize media acquired against budget.