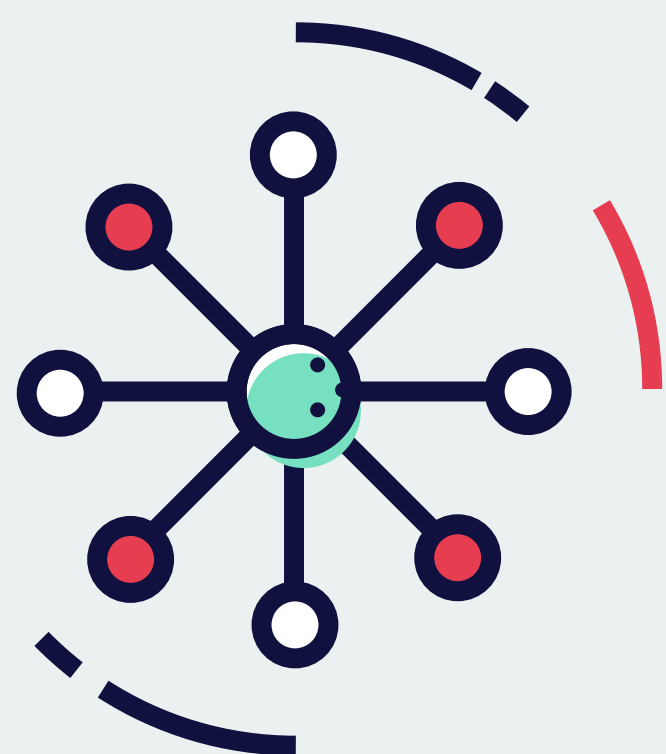


For the first time, Publishers can offer native in-feed inventory across the open web through standardized Real-Time Bidding protocols.



With OpenRTB, You Can...

- > Increase fill rates
- > Deliver quality brand advertising
- > Implement with ease
- > Unlock new demand sources

How OpenRTB Works

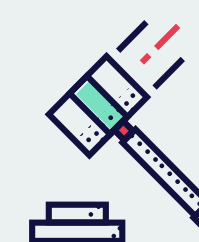
1

Ad impression is available on a publisher site. (Visitor Demo: *Male 25-34, Sports Fan, Athlete*)



2

Native SSP (NSSP) sends bid request containing site and user data to DSPs.



3

DSPs respond to NSSP with metadata and bid value for the auction.



4

NSSP assembles metadata to match the look, feel, and function of the specific publisher site.



From OpenRTB 2.3 Specs (Headline {title}, Content URL {clk}, Description Text {data}, Thumbnail {img}, Brand Logo {img}, Brand Name {data})