

A woman with blonde hair, wearing a blue shirt, is pointing at a computer monitor. A man with a beard, wearing a light blue shirt, is looking at the screen. They are in a workshop or office environment with other monitors and equipment visible in the background.

Programmatic

ADVANCED TRAINING



Intro to Programmatic at Targetspot

Advanced Training

Programmatic Integration



Presented by Samuel Sassoli

Open Discussion



[@Programmatic Tribe Team](#)

Programmatic Integration

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Programmatic Integration

What Do We Mean by “Integration”?

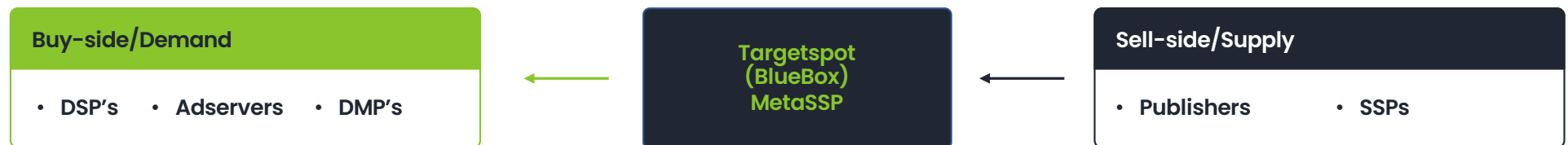
When we talk about Integration, we could mean buy-side or sell-side. They are not the same.

1. Buy-side/Demand

On one side of BlueBox, we have Adservers, DSP's, and DMP's – platforms. A mix of engineers/developers, project managers, and programmatic managers handle this.

2. Sell-side/Supply

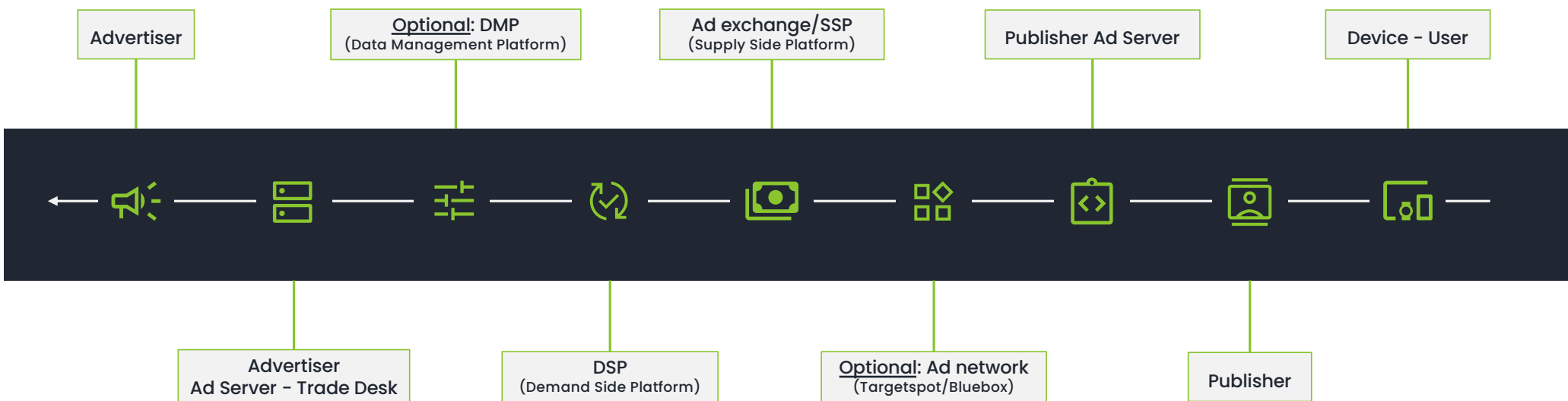
On the other side of BlueBox, we have publishers, publisher aggregators and SSP's. Targetspot Solution Managers handle this side of the business.



Programmatic Integration

Generalized Programmatic Flow

While the actual programmatic transaction of impressions can be more complex, here is a general diagram of what happens:



Programmatic Integration

Origins of an ad request – 3 key components

The birth of an ad request requires three components

A publisher

Some audio
inventory

A protocol

What is a Publisher?

Basically, a publisher represents the owner of digital media, such as a website, a radio, a podcast shows, or a mobile app.

The publisher is the source of inventory and the supplier of digital ad space.

Supported ad placements

Targetspot supports pre roll, mid roll and post roll ad placements with companion.

What is a protocol?

It is simply a set of rules for transmitting data between electronic devices, such as a computer or a server.

How we define audio

Our publishers could integrate any of the audio products below:

- Radio Streaming
- Podcast Download
- Podcast Streaming
- Gaming
- Mobile Application
- Text-to-speech
- Audio in Video

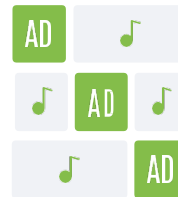
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Origins of an ad request – the publisher inventory

The inventory represents the sum of digital audio contents and ad spaces made available to an audience.

An ad space is a position available for monetization, such as a preroll, a midroll or a post roll position.

The audience indicates the total listeners consuming the publisher's digital content.



Publisher

Audio Product

Ad Placement

Audience

Inventory

Programmatic Integration

Birth of an ad request – the protocol

The publisher issues a bid request directly to Targetspot (or via an supply-partner entity like WideOrbit,, Shoutcast, Triton ..)

The request sent by the publisher is usually either in VAST or in OpenRTB; the latter (and preferred) protocol is an IAB-helmed standard for programmatic advertising. However, Targetspot often has to transform it before passing it on to the SSP.

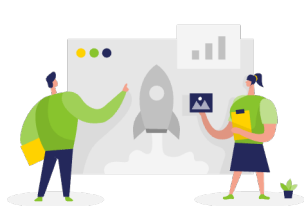
Protocols

- VAST stands for Video Ad Serving Template, it is a specification that sets a standard for communication requirements between ad servers and players in order to present audio or video ads.
- OpenRTB is communication protocol for Real-Time Bidding (RTB) which powers Programmatic Advertising. It provides an open industry standard for communication and interoperability between buyers and sellers in the digital advertising industry.
- Both protocols are key in the advertising industry as an OpenRTB bid request, always gets an OpenRTB bid response with a VAST wrapped inside of it.

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Types of integrations

Targetspot handles multiple types of integrations:



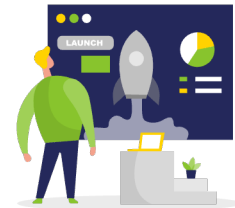
**Direct
Integration**



**Integration via a
supply-partner**



**Integration via
Targetspot meta-SSP**

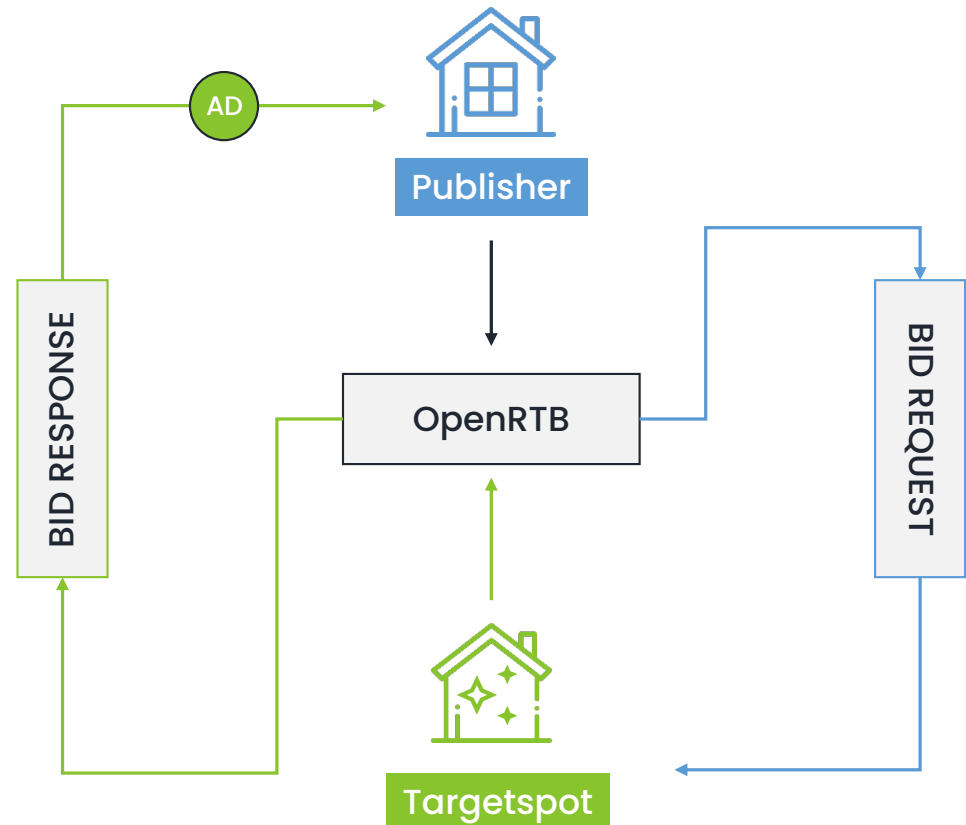


**Direct integration
with DSP**

Programmatic Integration

Type of integrations – Direct

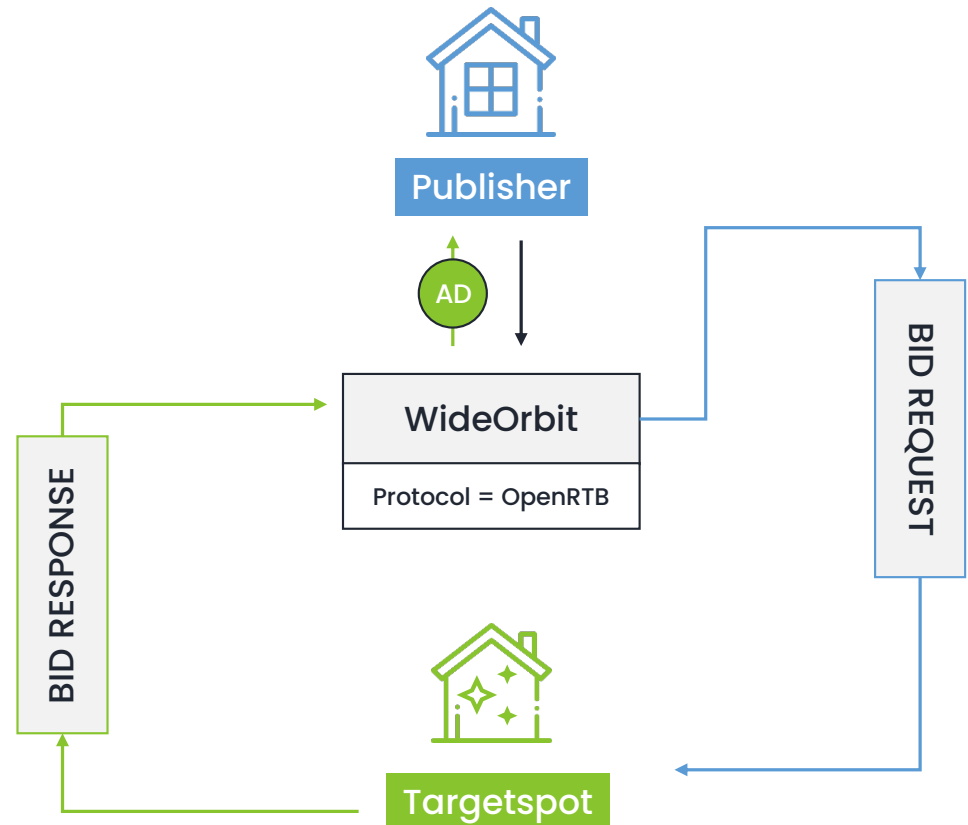
- 1 A publisher issues a bid request in OpenRTB
- 2 The bid request passes through the ad network (Targetspot) – optional in general, but obviously mandatory for **forecast**, **reporting** and **billing** purposes
- 3 Targetspot issues a bid response directly to the publisher which confirms the impression.



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Type of integrations – via a supply-partner

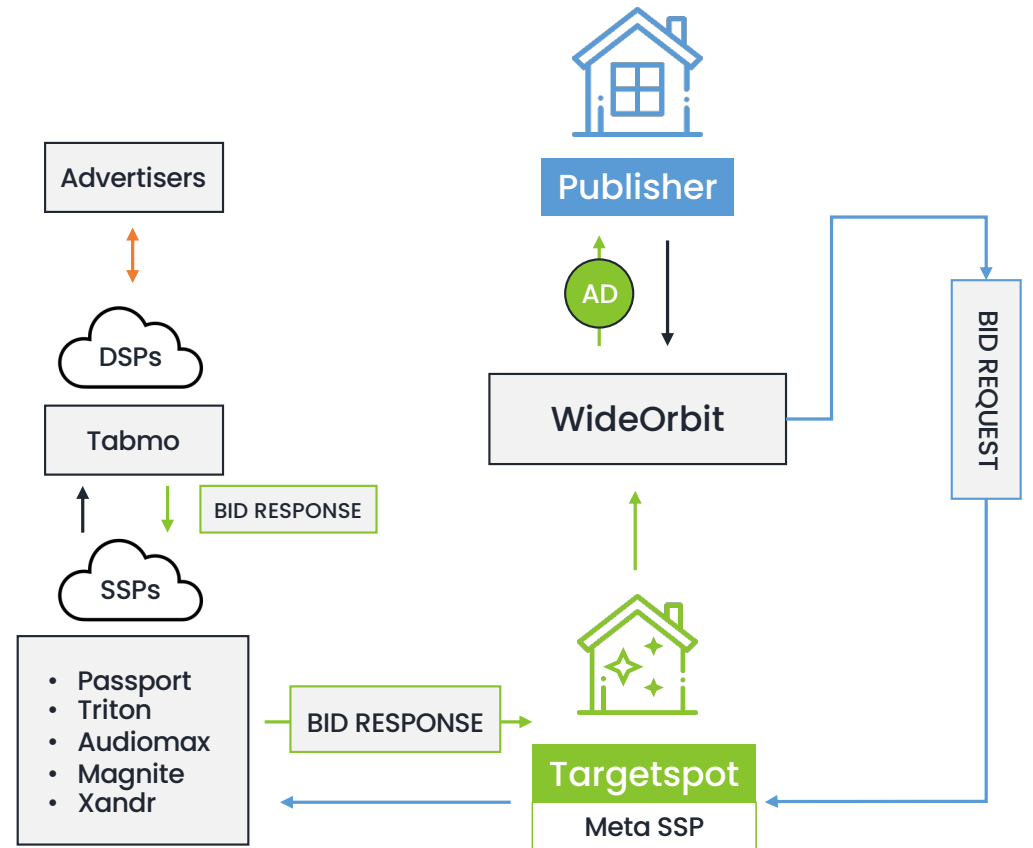
- 1 A publisher triggers a request to fill-in a specific ad placement
- 2 A bid request using the OpenRTB protocol is generated and passed through a **supply-partner** like WideOrbit.
- 3 A bid response is sent from Targespot to WideOrbit, which returns and injects an ad back to its publisher.
- 4 WO confirms the ad impression



Programmatic Integration

Path of an ad request – via TS meta-SSP

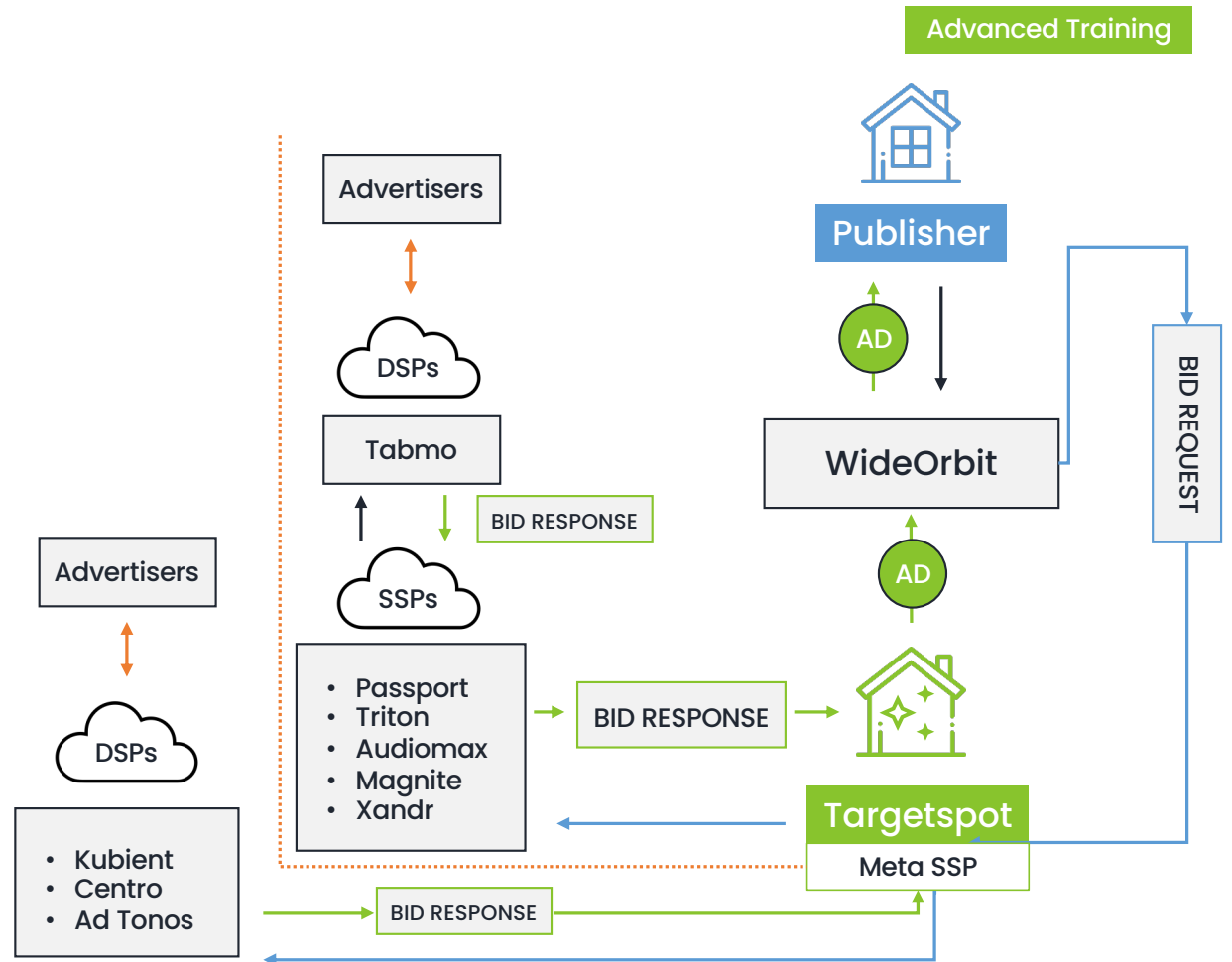
1	A publisher requests an ad
2	A bid request is generated and passed through a supply-partner like WideOrbit.
3	Targetspot passes the request to all its integrated SSPs at the same time
4	The SSP holds an auction on its ad exchange that is commonly won by some DSP. <u>Optional</u> : Segment and data layering are applied, adding filters and complexity to the request..
5	The DSP buys the impression and sends the bid response and ad assets to Targetspot.
6	Targetspot passes this through to the publisher and registers an impression.



Programmatic Integration

Path of an ad request – via DSP

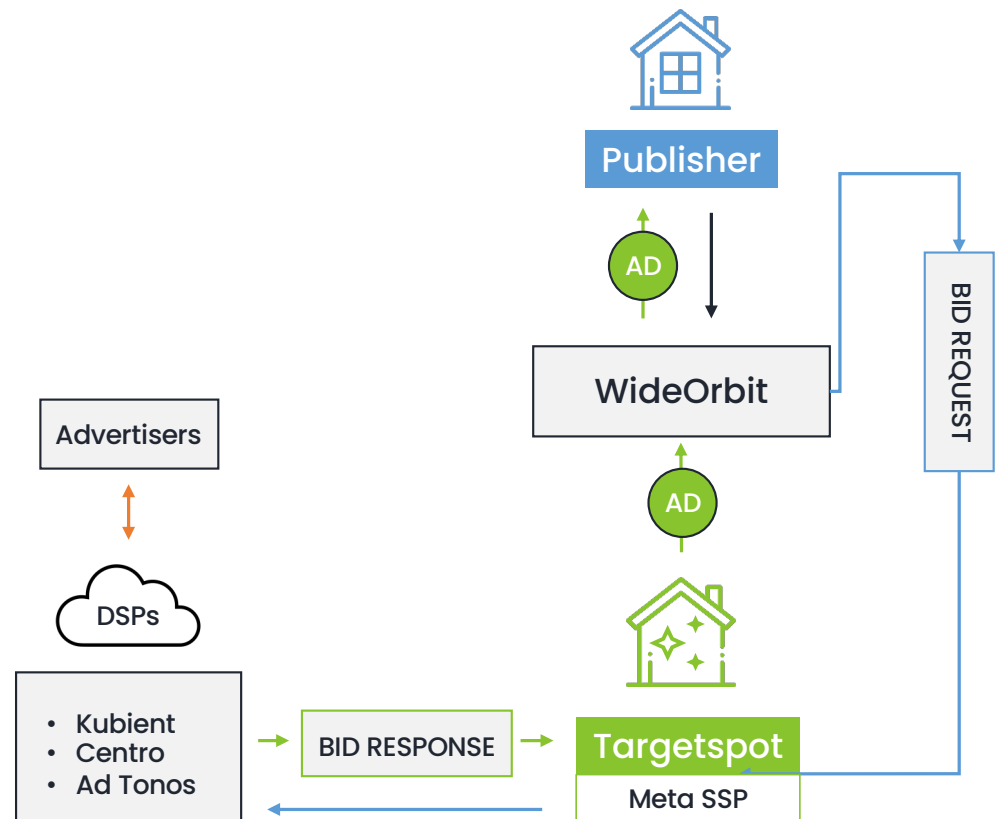
- 1 A publisher requests an ad
- 2 A bid request is generated and passed through as **supply-partner** like WideOrbit.
- 3 Targetspot passes the request to all its integrated DSPs.
- 4 The DSP buys the impression and sends the bid response and ad assets to Targetspot.
- 5 Targetspot passes this through to the publisher and registers an impression.



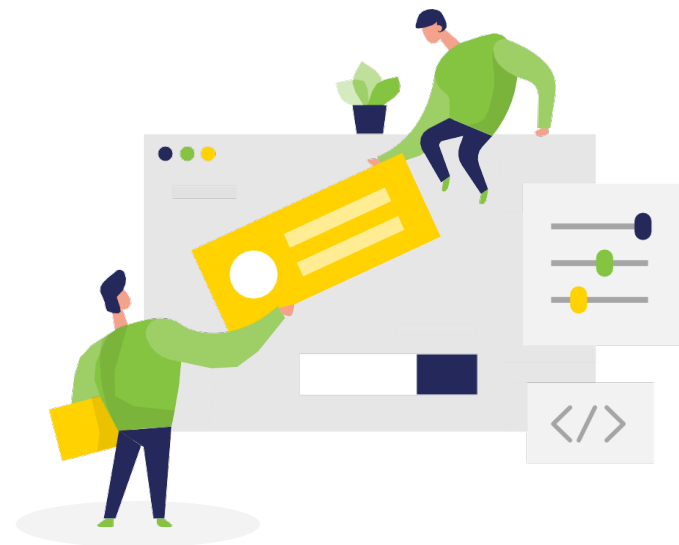
Programmatic Integration

Path of an ad request – direct via DSPs

- 1 A publisher requests an ad
- 2 A bid request is passed through an aggregator like WideOrbit.
- 3 Targetspot passes the request to all its integrated DSPs.
- 4 The DSP buys the impression and sends the bid response and ad assets to Targetspot.
- 5 Targetspot passes this through to the publisher and registers an impression.



BID REQUEST



Bid Request

DNA of a Bid Request – The data Payload

Now that you are fully aware that a publisher issues a bid request to fill-in a specific ad placement, let's dive deeper into the bid request data payload

A bid request is composed of multiple objects and attributes which goal is to provide as much information as possible to the bidder it is requesting an ad to. Most common objects are listed below:

Object	Description
Bid request	Top-level object
Imp	Describes an ad placement being auctioned
Audio	Represents an audio type impression
Site	Tells if the ad supported content is a website
App	Tells if the ad supported content is mobile app
Publisher	Describes the publisher of a media
Content	Describes about the content in which the impression will appear

Object	Description
Device	Provides info about the user's device
Geo	Could indicate the device or user's location
User	Info about the human user of the device
Pmp	Private marketplace container for direct deals
Deals	Specific deal between a buyer and a seller
Regs	Indicates legal or governmental regulations that apply to the request
Segments	Used to pass key-value pairs

Bid Request

Bid Request Sample

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    "context": 3,
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BID RESPONSE



Bid Response Sample

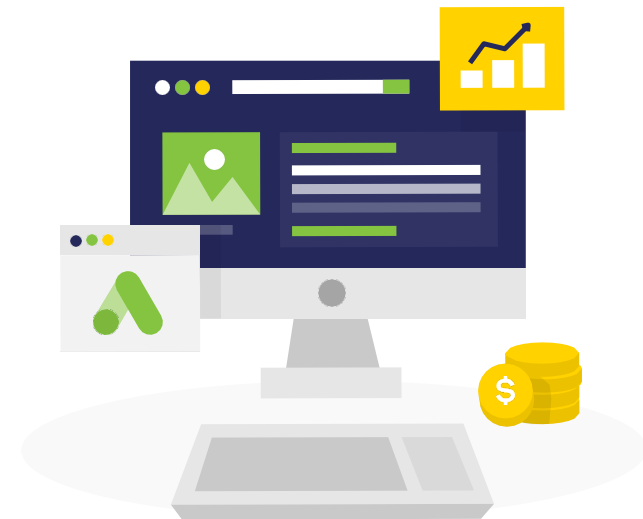
VAST response

Advanced Training

Advanced Training

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REGULATORY REQUIREMENTS



Regulatory requirements

Ads.txt and app-ads.txt / Authorised Digital Sellers Information

Ads.txt

ads.txt is a simple method publishers can use to publicly declare the partners they authorize to directly sell (or resell) their digital inventory. It must be implemented on the publisher's root domain.

The same method must be applied for the implementation of the **app-ads.txt** file when an app is the source of inventory

See the [IAB specs for ads.txt and app-ads.txt](#) for more info.

Targetspot Authorised Digital Sellers Information

Publishers must update the ads.txt file(s) with the lines below:

`publisher-domain.com/ads.txt`



```
Targetspot.com, {Your TS ID*}, RESELLER, feb28ed826dcf532
rubiconproject.com, 9753, RESELLER, 0bfd66d529a55807
rubiconproject.com, 16418, RESELLER, 0bfd66d529a55807
appnexus.com, 7265, RESELLER, f5ab79cb980f11d1
adswizz.com, targetspot, RESELLER
tritondigital.com, 44733, RESELLER, 19b4454d0b87b58b
appnexus.com, 1577, RESELLER, f5ab79cb980f11d1
rubiconproject.com, 9755, RESELLER, 0bfd66d529a55807
```

Authorised resellers

Regulatory requirements

GDPR – CCPA / SELLERS.JSON

Requirements in EU and in the UK

In the current GDPR world, the publisher is the data controller, it owns a direct relationship with his users and is solely responsible for the inventory sent to us. EU data sent to Targetspot servers must include the URL-safe base64- encoded GDPR consent string otherwise sensitive data will be automatically truncated, making it unreadable and unusable.

Requirements in the US

The IAB US Privacy String communicates signals regarding consumer privacy and choice under US privacy regulation. Version 1 supports requirements made under the California Consumer Privacy Act (CCPA).

Sellers.json

targetspot.com/sellers.json

The sellers.json file is another IAB standard that provides a reliable way for buyers to identify direct inventory versus reseller inventory.

It's a technical specifications aimed at increasing trust of the supply chain, specifically on the supply-side of real-time bidding and programmatic buying.

It enables buyers to verify the entities who are either direct sellers of, or intermediaries in the selected digital advertising opportunity for purchase.

Programmatic Integration

Conclusion – Notes

- When we send bid requests for a deal, the numbers tend to be huge – often in the millions. However, we sometimes receive fewer bid responses than bid requests, because not every request fits the floor price or the campaign targeting parameters that the advertiser has set.
- When an auction for the impression happens, a winner is chosen. There are usually fewer auctions than bid responses, since not all responses make it to auction.
- If everything works correctly, a won auction turns into an impression. In some cases, there are far fewer impressions than won auctions. This means the ad did not play, and there is a problem. Either it was filtered out right before it was set to play, or the creative file failed to load, or something else went wrong.

IT'S TIME FOR THE Q&A



Thank you

SEE YOU SOON 🙌

