Bid Density

Overview

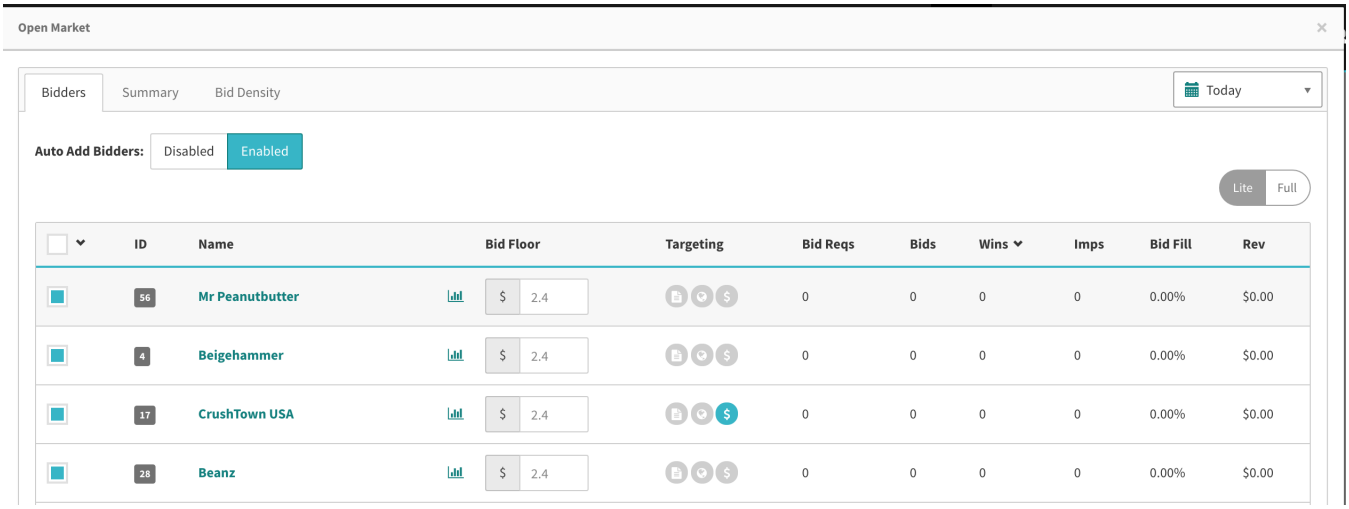
Bid density is the volume of bids that are recorded on a publisher's inventory. Higher bid density means more competition among bidders for the inventory, which drives seller RPM higher. The Bid density graphs in SpringServe should give publishers an idea about how their inventory is being appraised by themselves and by bidders bidding on their inventory. These graphs aim to provide more insight and visibility to publishers on price points of their bid floors for Open Market demand tags. Additionally, because these graphs have bidder specific views, this insight extends to bidder specific floors as well.

Here are some of the potential ways in which a publisher can use the Bid Density Graphs:

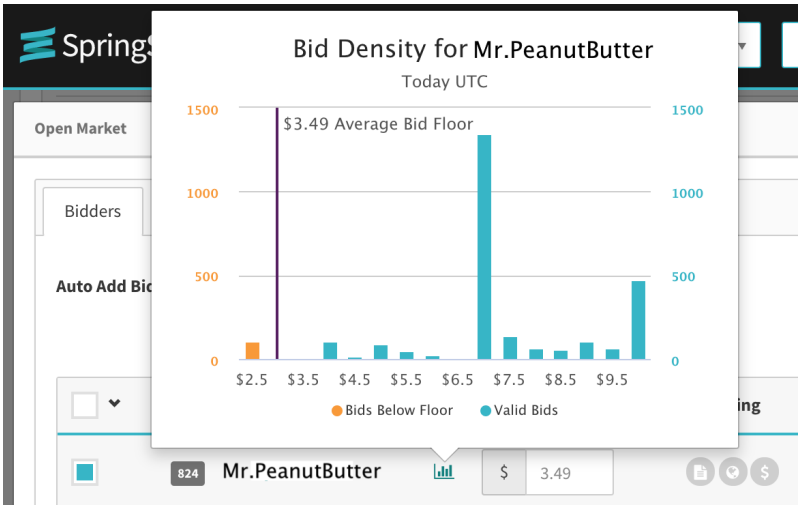
- Understand how their inventory is valued by bidders.
- Get a sense of how many bids their inventory receives at specific price points for a given day.
- Understand the effects of pricing their inventory by looking at the overall and bidder specific bid distributions.
- Get a sense of floor price changes and their impact on bidder behavior.

Viewing the Bid Density Graphs

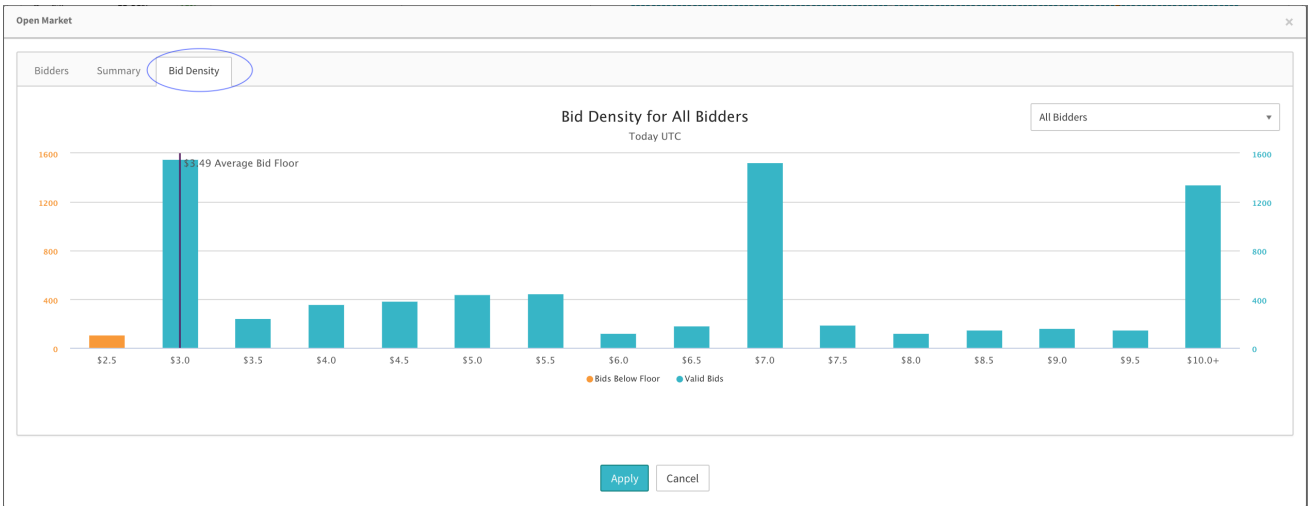
Once you click on the Open Market demand tag in your waterfall, we will open the Open Market Modal with three tabs called Bidders, Summary and Bid Density. The bidders tab shows all the bidders that are associated to this Open Market Demand Tag and the floors applied to each of them as shown in the screenshot below.



Clicking on the Histogram icon to the left of the bid floor next to the bidders will display the bid density graph specific to this bidder as highlighted in the screenshot below.



The second place the bid density graphs are visible is in the bid density tab of the Open Market Modal highlighted in blue in the screenshot below. This is the default view of the summary bid density graphs.



Interpreting the Bid density Graphs

Both the hover-over and the summary graphs have the same features.

Metrics

These are the bars visible in the histogram. You can see the actual values of the bars in the histogram if you hover over a specific graph.

- Valid Bids – These are bids that were received from a bidder's bid response when the bid values were equal to or higher than the bid floor set on a bidder. This metric will be highlighted in teal in the graphs.
- Bids below the floor – These are bids received from a bidder's bid response when the bid values were lesser than the bid floor set on a bidder. This metric will be highlighted in orange in the graphs.

X-Axis

The Bid prices as received from bidders and rounded off to 50 cent intervals. Please note that the intervals are for display purposes only. So, as an example, if we receive a bid value of $4.46 against a bid floor of $2.50 from a bidder, this bid will be marked as a valid bid and will be displayed in teal in the bar at an X-axis value of $4.5

Time Period

The time period for all bid density graphs is the current day in UTC.

Average Bid Floor Line

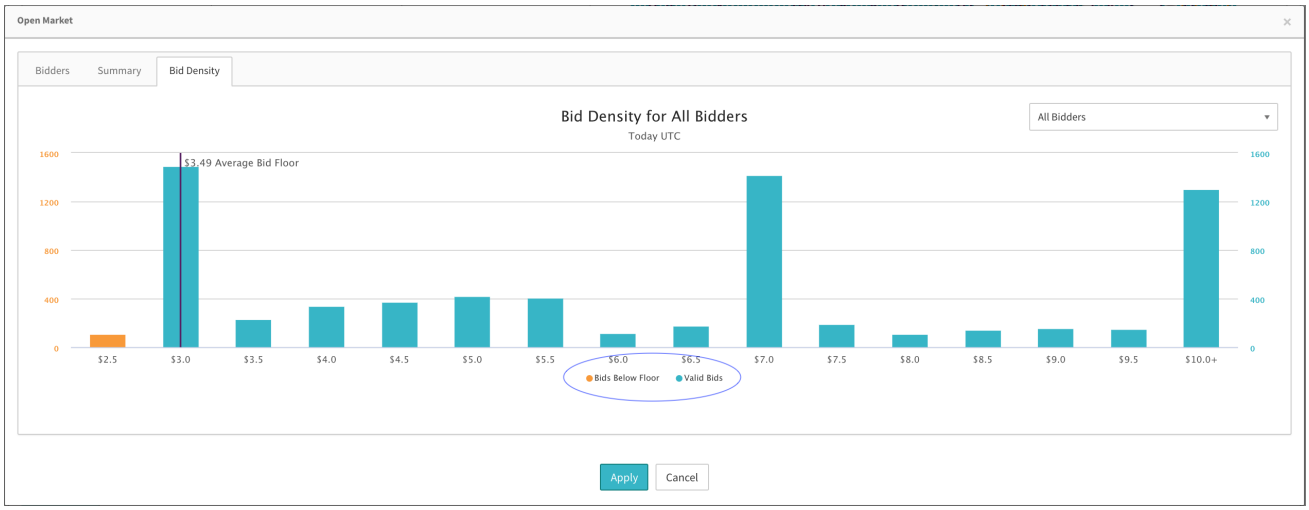
The Average bid floor is calculated as a simple average of all the bid floor values for the current day in UTC. As far as it's placement on the graph is concerned, we place this in the lower $0.50 bucket while showing its actual average value. Thus, in this screenshot below, you see an average floor line of $3.49 placed on the $3.00 X-axis bucket. The range of the X-axis is computed by the graphs. If the average bid floor price is not in the current range of the x-axis, it won't show up.

Bidder Filter

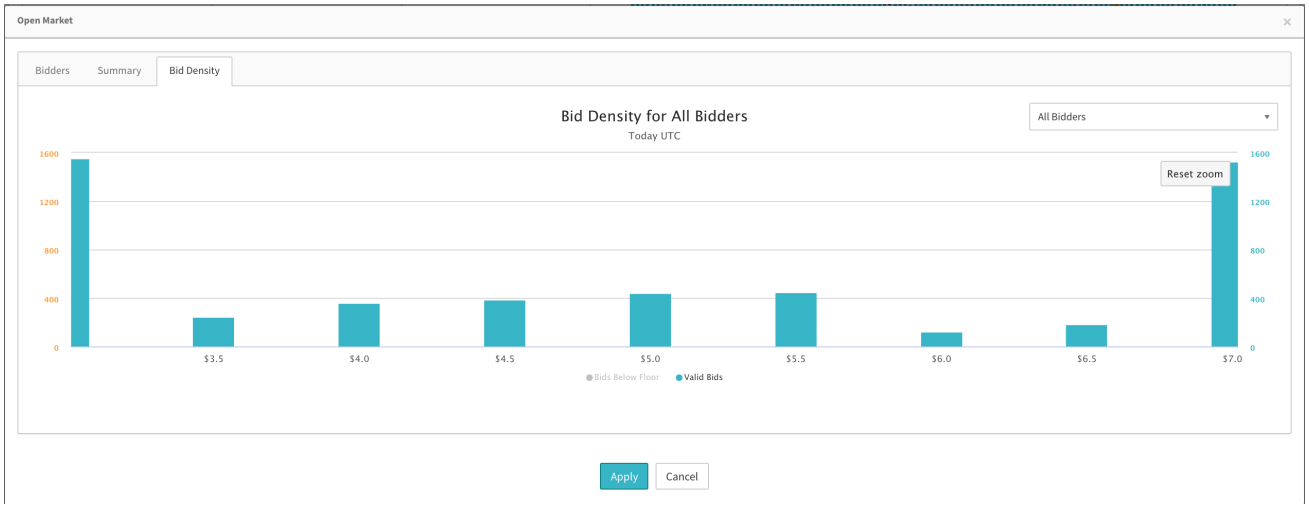
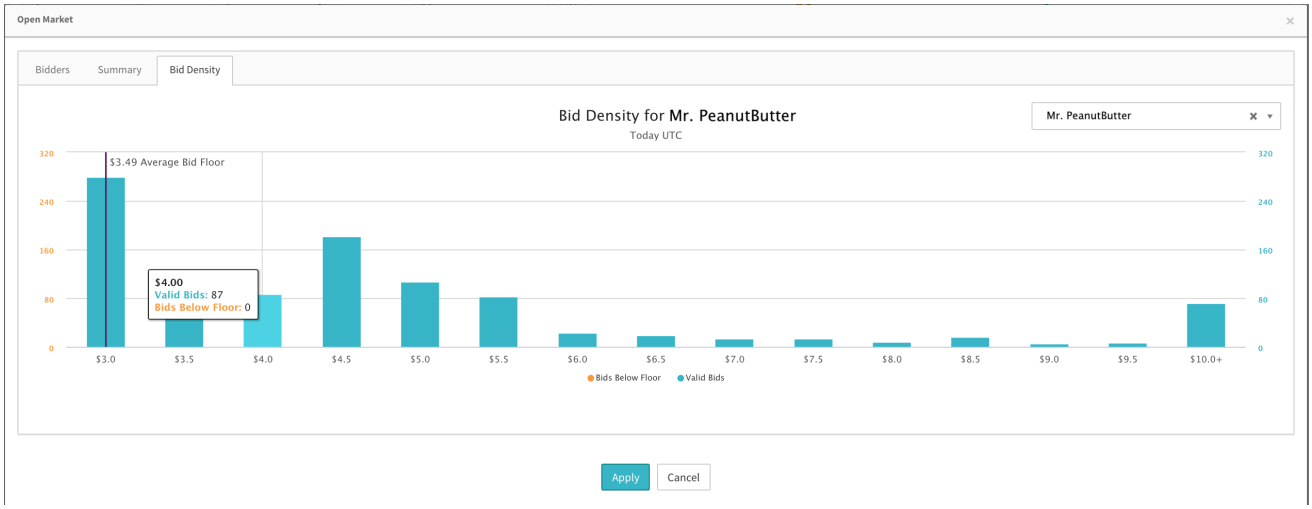
This is a filter that lets you choose the graphs you want to see for a specific bidder or for all bidders. Note that the default value of this filter is all bidders. Depending on the filer chosen here, we calculate the data for all bidders or for a specific bidder for the metrics and for the average bid floor price line.

Enhanced Functionality

- **Zoom:** In the summary graphs visible on the bid density tab, you can zoom in on a specific area of the graph. With a mouse pointer, the zooming is performed by dragging out a rectangle in the chart. When zooming, a button appears called ***Reset Zoom*** that lets the user zoom out.
- **Select/Deselect metrics:** You can choose to see either one of the metrics if you click on the labels highlighted in blue in the screenshot below.



The screenshot below is the same graph as the one above with Bids below the floor deselected and a zoom enabled on the X-Axis values from $3.5 through $7.0 As you can see, in the zoom view, a ***Reset Zoom*** button appears on the top right corner of the grid area and clicking that will reset the graph to the default X-axis range for the filter selected.



The screenshot below is with a specific bidder chosen in the bidder filter.