Implementing Header Bidding through Broadfall

Through BroadFall in SpringServe, publishers can include video header bidding as part of their demand stack. These demand tags are automatically added to a **Broadcast** tier of targeted supply tags' waterfalls.

Creating Header Bidding Demand Tags

To create new header bidding demand tags, go to the **Demand** tab and begin the standard demand tag creation process which can be done through a specific demand partner, campaign, or in the **Demand** tab by selecting "+Demand".

Enter the desired settings for the tag as usual, and set the tag **Demand Class** to **Header Bidding**

Once this demand class is selected, a few new options will appear. These are:

Platform

Select the platform this header bidding tag belongs to. This will reveal the bid parameters specific to that platform. More information on integrating tags from these platforms can be found in the "Supported Platforms" section below.

Floor Type

Choose which type of floor will be applied to the bids coming through this tag. A **Static** floor is a fixed rate that SpringServe will use to ignore any bids that fall below the entered value.

NOTE: Depending on the demand partner, this floor may not be the same as the floor entered in the bidder's platform. See "Supported Platforms" for more information on what to enter for each partner.

A **Dynamic** margin will adjust the floor value depending on the rate of the supply tag (e.g. a 20% dynamic margin on a $10 supply tag will submit a floor of $12).

NOTE: A demand partner with a dynamic margin running on a supply tag with revshare or dynamic payment terms will set the submitted floor to $0.01.

Floor Rate/Margin

The static value or margin to calculate when SpringServe submits the floor in the header bidding request.

Bid Parameters

The platform-specific id(s) that connect this demand tag with the header bidding partner's tag. This can usually be found in the endpoint of the partner's tag (for more details, reference "Supported Platforms").

Adding Header Bidding Demand Tags to Supply Tags

Connecting header bidding tags to supply follows the standard process in SpringServe.

Either navigate to the **Supply Tags** tab on the header bidding demand tag to **Add Manually** or **Copy From Demand**

Or once the demand tag has been created, add it from the **Demand Tags** tab on the desired supply tag:

Adding header bidding demand tags will enable BroadFall on the targeted supply.

NOTE: Header bidding demand tags must be inside a broadcast-enabled tier and cannot serve on Flash or VPAID None supply.

Supported Platforms

AppNexus

To add an AppNexus header bidding demand tag, select **AppNexus** from the **Platform** drop-down.

If a static floor is chosen, set the floor rate based on the minimum net value that is expected from AppNexus (i.e. the minimum RPM you wish to see in AppNexus reporting for this tag). Since AppNexus returns net to publisher bid values, the revenue in SpringServe should line up closely with the revenue in your AppNexus account.

Once the floor type and rate/margin is set, the only bid parameter required is the AppNexus **Placement ID**. This id can either be found in the **ID** column of the placement in AppNexus:

Or in the **id** querystring parameter of the exported tag:

*NOTE: This must be a video-enabled AppNexus placement. Make sure that **Video** is included as an allowed media type in the placement settings and that the AppNexus url in the exported placement looks something like "http://ib.adnxs.com/ptv" and not "http://ib.adnxs.com/ttj".*

Enter this placement id in its respective field in SpringServe.

Beachfront

To add a Beachfront header bidding demand tag, select **Beachfront** from the **Platform** drop-down.

Once the floor has been set, input the App ID.

Conversant

To add a Conversant header bidding demand tag, select **Conversant** from the **Platform** drop-down.

Once the floor has been set, input the Site ID.

bRealTime

To add a bRealTime header bidding demand tag, select **bRealtime** from the **Platform** drop-down.

Once the floor has been set, input the Placement ID.

NOTE: bRealTime's header bidding integration is done through AppNexus, so the optional bid parameters used in the AppNexus platform can be used here as well.

district m

To add a district m header bidding demand tag, select **district m** from the **Platform** drop-down.

Once the floor has been set, input the Placement ID.

NOTE: Similar to bRealTime, district m's integration is done through AppNexus, so the optional bid params for AppNexus can potentially be applied here.

Index Exchange

To add an Index Exchange header bidding demand tag, select **Index Exchange** from the **Platform** drop-down.

Once the floor has been set, input the SiteId.

NOTE: Please check with your Index Exchange account representative to make sure that header bidding is enabled on their end.

OpenX

To add an OpenX header bidding demand tag, select **OpenX** from the **Platform** drop-down.

Once the floor is set, input the delivery domain and the ad unit id into their respective fields in "Bid Parameters".

NOTE: Please check with your OpenX account representative to make sure that header bidding is enabled on this ad unit.

The delivery domain and ad unit id can usually be found in the OpenX endpoint, with the ad unit id identified by the **auid=** parameter – e.g. https://testing-d.openx.net/v/1.0/av?auid=987654&cb={{CACHEBUSTER}}&url={{URL}}&vwd={{WIDTH}}&vht={{HEIGHT}}&c.size=small

PubMatic

To add a PubMatic header bidding demand tag, select **Pubmatic** from the **Platform** drop-down.

Once the floor has been set, input the Publisher ID, Ad Slot, and select the linearity.

Rubicon

To add a Rubicon header bidding demand tag, select **Rubicon** from the **Platform** drop-down. Once Rubicon has been selected, set the floor do its desired type and value.

Rubicon requires a number of bid parameters, these include account id, site id, zone id, and size id. These can usually be found in your Rubicon endpoint:

http://video-ads.rubiconproject.com/video/[ACCOUNT_ID]/[SITE_ID]/[ZONE_ID]/[SIZE_ID]/vast.xml?tg_c.language=en

The size id in Rubicon indicates the position of the video ad.

Size ID	Position
201	Pre-Roll
202	Interstitial
203	OutStream
204	Mid-Roll
205	Post-Roll
207	Vertical Video

Once you've obtained these 4 ids, just input them into the bid parameters of the demand tag and save.

SpotX

To add a SpotX header bidding demand tag, select **SpotX** from the **Platform** drop-down.

When setting the floor for SpotX Header Bidding tags, it's important to keep in mind that SpotX returns net bids, so the floors should be set to a net rate despite the fact that often such rates are displayed in gross within the SpotX platform.

NOTE: For SpotX in particular, both performance and overall bid behavior have historically been adversely affected by mismatched floors. It is because of this that SpringServe recommends that floors in SpotX are set to an equivalent value to the floor in SpringServe, and recommend static floors over dynamic floors.

Once the floor set, the only bid parameter required is the SpotX **Channel ID**. This can be found on the selected channel in SpotX:

Or in the url or that same page in parentheses:

Or in the SpotX tag itself just before "?VPAID":

Lastly, input this channel id in its respective field in SpringServe.
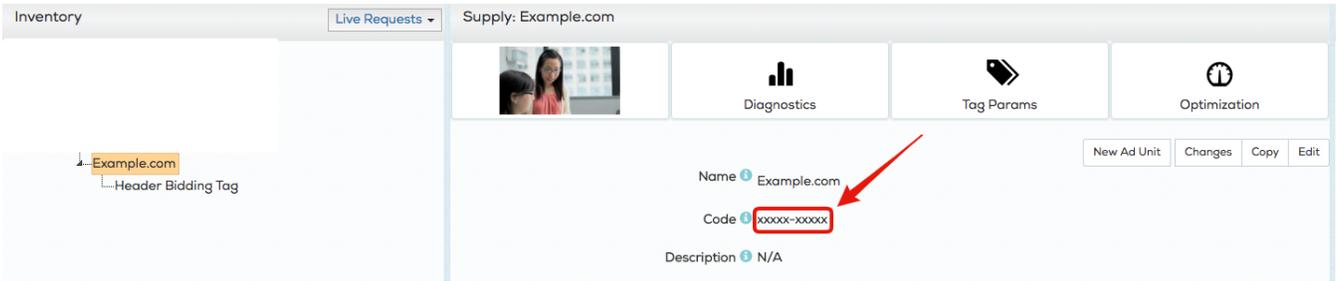
Telaria

To add a Telaria header bidding demand tag, select **Telaria** from the **Platform** drop-down.

If a static floor is chosen, set the floor rate based on the minimum net CPM that is expected from Telaria. Though floors in Telaria's platform are usually set at their *gross* values, the bids they return in header bidding are *net* which means that reporting in SpringServe will show Telaria *net* revenue and the floor set in SpringServe must be the *net* CPM.

Once the floor type and rate/margin is set, the required bid parameters are **Supply Code** and **Ad Code**.

The supply code is the "code" of the parent supply for this Telaria tag. For example, if I have an ad unit called "Header Bidding Tag" whose parent supply in Telaria is "Example.com", the supply code is the string of characters in the **Code** field for Example.com:

The ad code is the "code" of the Telaria ad unit itself, so in this case, the string of characters in the **Code** field for Header Bidding Tag:

Alternatively, both of these ids can be found in the exported ad code of the ad unit.

The supply code is the id directly before "ads.tremorhub.com" (in red), and the ad code is found in the "adCode" querystring parameter (in purple).

Once these ids are retrieved, input them into their respective fields in SpringServe.

Vuble

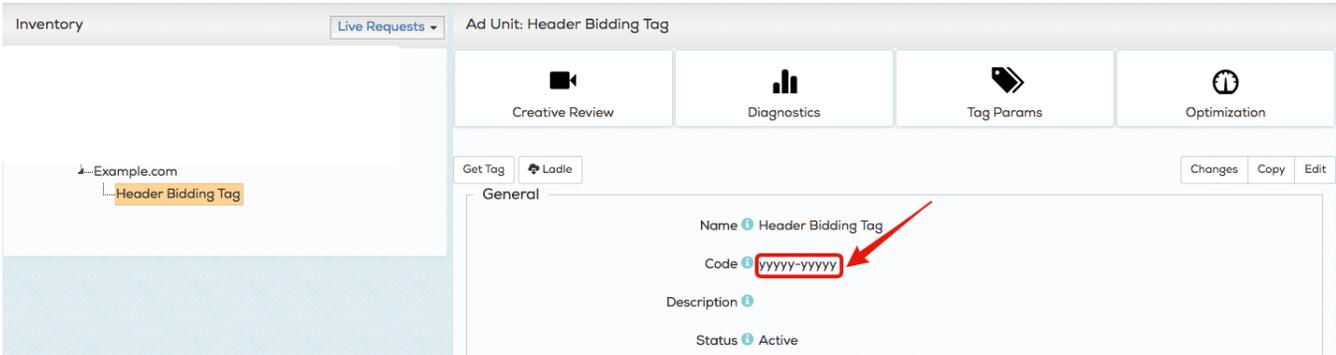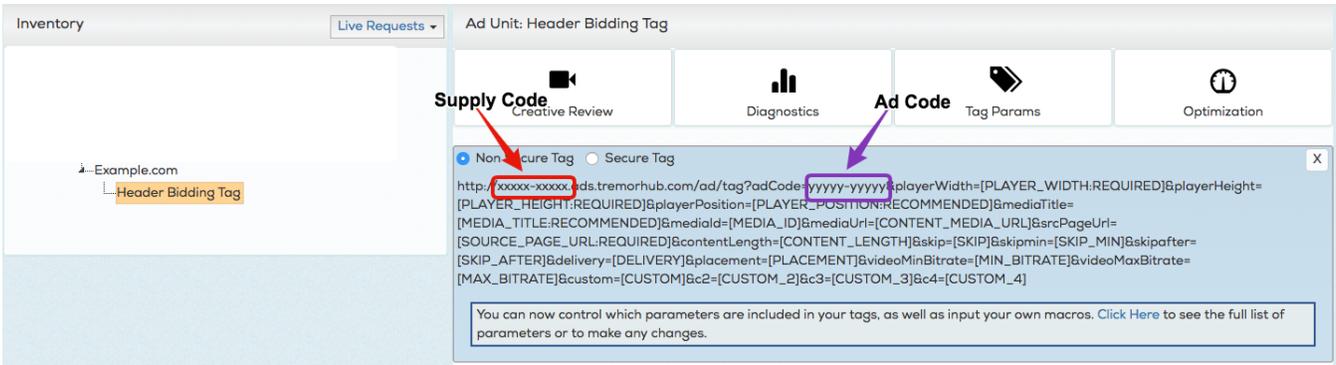To add a Vuble header bidding demand tag, select **Vuble** from the **Platform** drop-down.

Once the floor has been set, input the Publisher ID, Zone ID, and select the Environment and Context.

Yield Nexus

To add a Yield Nexus header bidding demand tag, select **Yield Nexus** from the **Platform** drop-down.

Once the floor has been set, input the SPID and set the "Is An Interstitial" flag.

Optional Parameters

SpringServe offers publishers the ability to pass additional parameters on header bidding demand tags for certain platforms. If optional params are available for that platform, you should see a place to add them in the "Bid Parameters" section of the demand tag settings. Simply click "+Optional Parameter" to add a new parameter. Clicking this button will allow you to choose from a drop-down of keys, with a field for the values to the right. These params will be different depending on the platform that is selected.

NOTE: Users must pass values that are compatible with that key. Macros are accepted as well for certain keys, but not all. See tables below for reference.

AppNexus Optional Parameters

(see AppNexus documentation for complete descriptions of each param)

Parameter	Example Input	Macros Accepted
code	1234567	yes
context	1	no
ext_inv_code	22	yes
frameworks	2,3,4	no
keywords	key=value&external_id=5419	yes
maxduration	60	no
mimes	1,2	no
minduration	15	no
playback_method	2	no
position	1	no
prevent_deals	false	no
skippable	true	no

NOTE: "Keywords" is AppNexus' parameter for custom key-value pairs. These should all be inputted in the same field, separated by ampersands.

DO NOT include the "kw_" prefix in the keys that is sometimes found in other types of AppNexus calls.

OpenX Optional Parameters

Parameter	Example Input	Macros Accepted
customParams	key=value&list[]=entry1&list[]=entry2	yes

NOTE: The "customParams" parameter for OpenX is an object that allows strings and string arrays. In the example above, the object contains both a list, list = ['entry1', 'entry2'], and a string, key='value'.

Rubicon Optional Parameters

Parameter	Example Input	Macros Accepted
inventory	rating[]=5-star&prodtype[]=tech&prodtype[]=mobile	yes
visitor	ucat[]=new&search[]=iphone	yes

NOTE: Both of the Rubicon optional params are objects that take string arrays as their values.

SpotX Optional Parameters

(see SpotX documentation for complete descriptions of each param)

Parameter	Example Input	Macros Accepted
ad_mute	false	no
content_id	9876543210	yes

custom	category=sports&wgt=9&vid=test	yes

NOTE: Similar to AppNexus "keywords", the SpotX "custom" parameter is where custom key-value pairs should be inputted, separated by ampersands.

Removing Fees for Bidders Returning Gross Prices

Some bidders will return bid prices that are gross to the seller, meaning that the bidder's fee(s) have not been taken out of the bid price. This is problematic because it has the potential to give those bidders an unfair advantage over others that return net bids, and it can cause issues for rev share/dynamic supply tags that rely on an accurate revenue number to calculate cost.

In order to solve for such bidders, SpringServe has the option on the Demand Partner or the Campaign to remove a fee % directly from the bid price. This will allow SpringServe to net out the bids from such bidders and report on this net amount as opposed to the gross value.

Fee Based On:

% of Rev ▼

Fee Value:

| 10 | % | ☐ Remove Fee From Revenue |

NOTE: Enabling this option means that the fee is taken out of the revenue in reporting instead of being logged as a third party fee.