

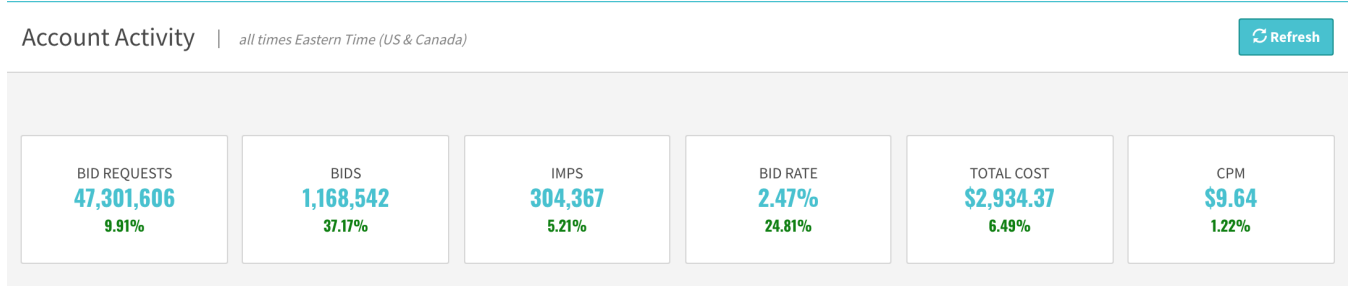
Bidder Account Overview

Overview:

The Account Activity dashboard is where you can get a broad view of your performance buying from publishers in SpringServe.

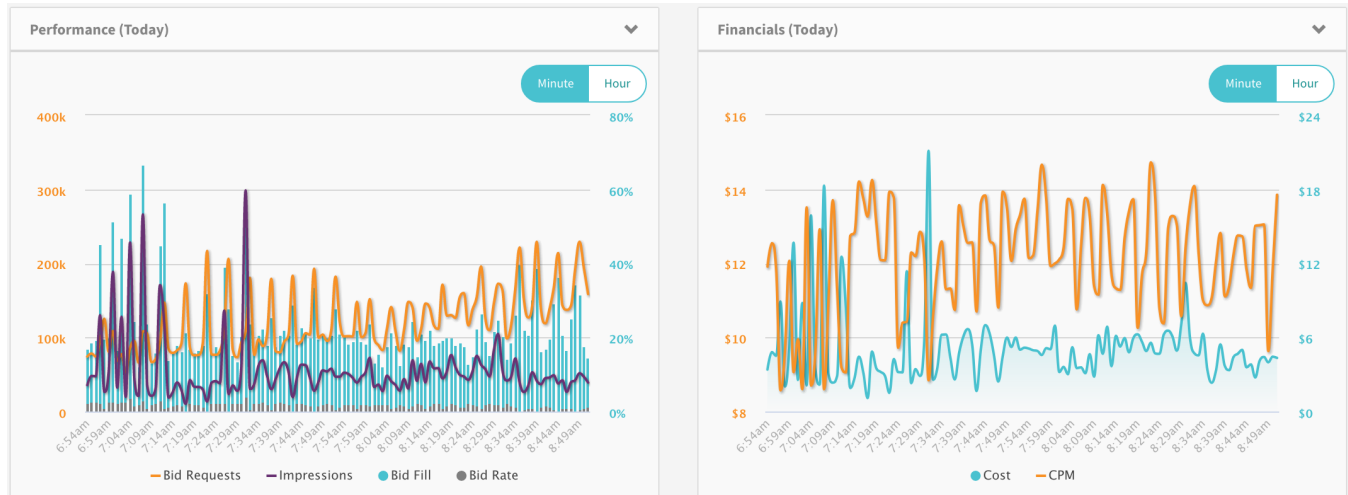
Tiles:

The Account Summary Tiles show metrics for today for your entire buying on SpringServe – both Deal ID's and Open Market.



Minute & Hour Charts:

These charts show by minute Bid Requests, Impressions, Bid Fill, and Bid Rate for all the bidder's activity on SpringServe. The financials graphs show the average CPM of the bidder's price reduced bids as well as the total cost by minute. Both graphs can be toggled to 'Hour' in order to look at this data hourly for the day.



Top Publishers:

The Top 10 Publishers table is a fast way to see the top publishers you are transacting with on the SpringServe platform. This gives you a quick look at your daily performance with each of these publishers, and an easy way to navigate to them for a more granular look at performance.

Top Deals:

The Top 10 Deals tables shows the deals you are buying the most inventory from on SpringServe. This shows daily performance for each deal as well as the Deal ID.

Top 10 Deals (Today)

ID	Name	Deal ID	Bid Reqs	Wins	Imps	Bid Rate	Bid Fill	Bid
269014	YEL_TRE_97516 (InAPP RON \$8)	YEL_TRE_97516	13,100,490 -9%	260,761 -8%	157,102 -6%	2.1% +2%	57.1% +1%	0.09
218455	YEL_TRE_26018 (Short-Form PMP - YHMG - ...)	YEL_TRE_26018	2,261,185 -49%	171,651 +110%	23,141 +54%	7.8% +311%	13.1% -26%	0.18
296014	YEL_TRE_21485 YellowHammer - \$18	YEL_TRE_21485	1,477,554 -4%	136,647 +33%	22,851 +43%	9.4% +40%	16.4% +7%	0.21
215465	YEL_TRE_50637 (Pharma PMP - YHMG - Tre...)	YEL_TRE_50637, YEL_ASD_62242	1,738,127 -35%	83,219 +36%	12,996 -1%	4.9% +107%	15.2% -27%	0.14
229938	YEL_TRE_92565 (Short Form \$10)	YEL_TRE_92565	1,105,512 -29%	82,566 +98%	12,634 +24%	7.7% +178%	14.9% -37%	0.12
225073	YEL_TRE_10409 (Campbells YHMG - Tremo...)	YEL_TRE_10409	260,903 -28%	18,930 -66%	6,816 -79%	7.5% -53%	34.9% -39%	0.40
242704	YEL_TRE_52374 (YH 8.5 DealID)	YEL_TRE_52374	894,940 +1%	55,823 +220%	4,944 +56%	6.4% +214%	8.6% -51%	0.06