Bring more bids to the auction with Exchange Bidding

Invite multiple third-party exchanges to compete for your ad inventory in one, real-time first price auction with Exchange Bidding. This seamless, server-to-server technology helps you achieve a higher yield on ad inventory without sacrificing the user experience of your site or app, regardless of which advertising partners you use.

With Exchange Bidding, you can invite trusted third-party exchanges to compete together in real-time alongside Ad Exchange in Dynamic Allocation. Exchange Bidding also provides customized tools, unified reporting, simplified billing, and complete auction transparency.

Learn more and get started with Exchange Bidding

- [Introduction to Exchange Bidding](#)

- [How Exchange Bidding works](#)

- [Getting started with Exchange Bidding](#)

How Exchange Bidding Works

Each Exchange Bidding interaction is handled by Ad Manager in a server-to-server integration that begins with an ad request.

1. **An ad request is triggered**

   Requests are sent to the Ad Manager server using Google Publisher Tags, the Google Mobile Ads SDK, or the IMA SDK. Support for native inventory is not yet available.
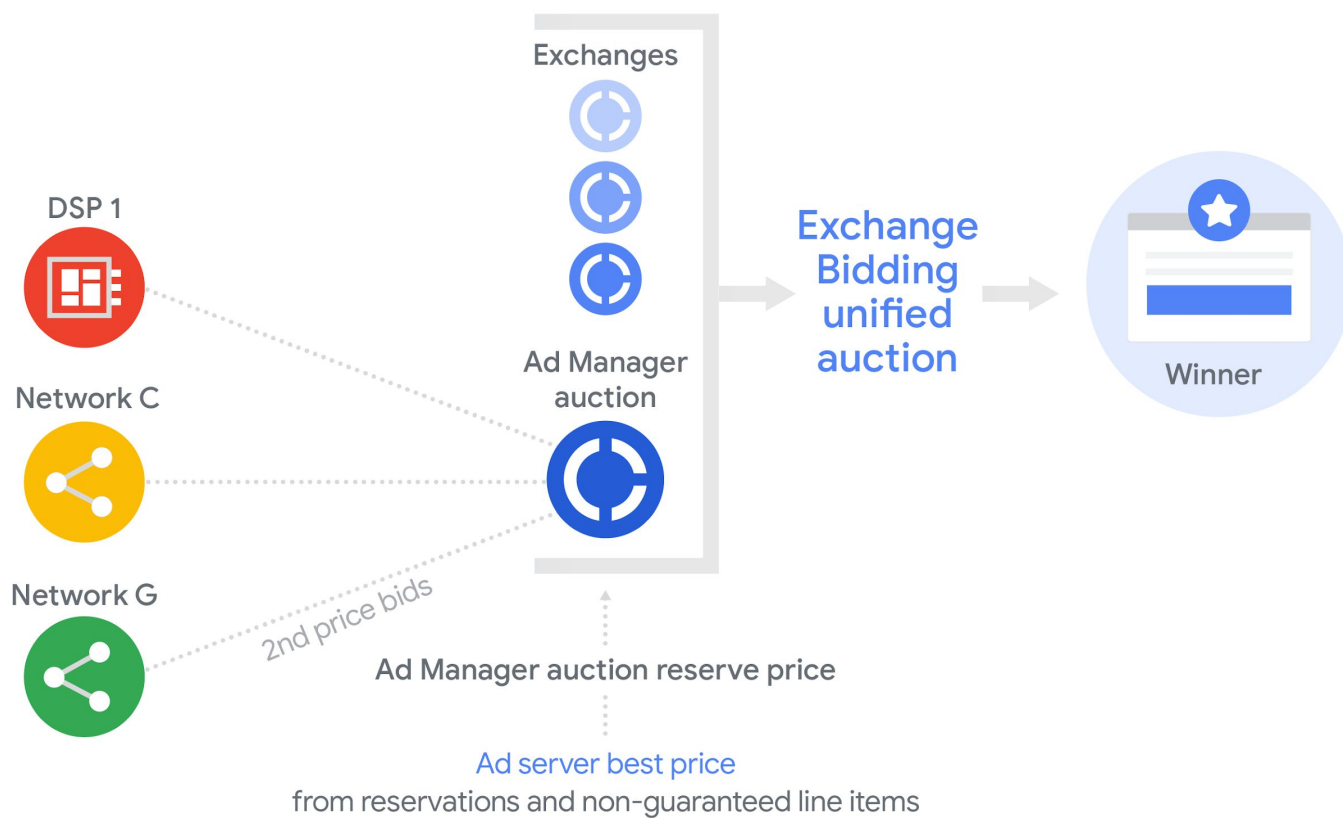
2. **Ad Manager hosts a unified auction to determine the highest eligible bid**

   Ad Manager requests bids from eligible Authorized Buyers, third-party exchanges, and/or mediation networks, through targeted yield groups, which return their highest bids to Ad Manager. These bids then compete with all of your reserved and non-reserved line items in a unified first price auction, and the highest bid wins.

3. **The winning creative is returned to the publisher**

   After a winner is selected, the ad server returns the winning asset or mediation list to the publisher for display.

Maximising demand for each ad request

Exchanges

DSP 1

Network C

Network G

2nd price bids

Ad Manager auction

Exchange Bidding unified auction

Winner

Ad Manager auction reserve price

Ad server best price
from reservations and non-guaranteed line items

Additional benefits

In addition to maximizing yield, Exchange Bidding provides several benefits from its simplified implementation and operation.

- **Dramatically minimized latency:** With direct server-to-server connection to third-party exchanges and an extended auction time of 160ms (up from the Ad Exchange requirement of 100ms), Exchange Bidding reduces latency (when compared to header bidding implementations) for a more seamless user experience.

- **Reduced operational complexity:** Exchange Bidding eliminates the need to manage complex custom header bidding code and the numerous Ad Manager line-items associated with a header bidding implementation. Eligible inventory trafficked in Ad Manager can benefit from Exchange Bidding with no additional technical development required.

- **Increased transparency and unified payments:** Understand the exact revenue you're earning from each exchange with unified and accurate reporting. Get paid faster (net 30 days) and bill more accurately, without the 5-10% discrepancies common today — since serving, billing, and reporting are all on a single stack.

- **Improved reporting and analytics:** A unified reporting interface provides valuable advertiser and brand information, with improved query tool reports that cut across sales channels. The reports provide clarity on the value each partner brings and help you identify, report on, and analyze the advertisers and brands who bought impressions that were filled through Ad Exchange and Exchange Bidding.