AdTech 101 · Ep 1

Three ways to count “an ad”.

Request, impression, viewable impression. The gaps show where ads get lost.

Swipe →

ADS REQUESTED



Only 600 could be seen.

Same ads, three different counts. Here's why.

The term

Ad tech counts an ad three ways.

1 Request

2 Impression

3 Viewable impression

Step 1 · Request

A reader opens an article. The page sends an ad request: a call asking for an ad.

N **news.example**
Ad slot asks for an ad

↓

A **Ad server**
1,000 page loads = 1,000 requests

Step 2 · Impression

900 come back with an ad.

That's 900 impressions.

FROM FEBRUARY 2027

Google counts an impression only once the ad starts to render.

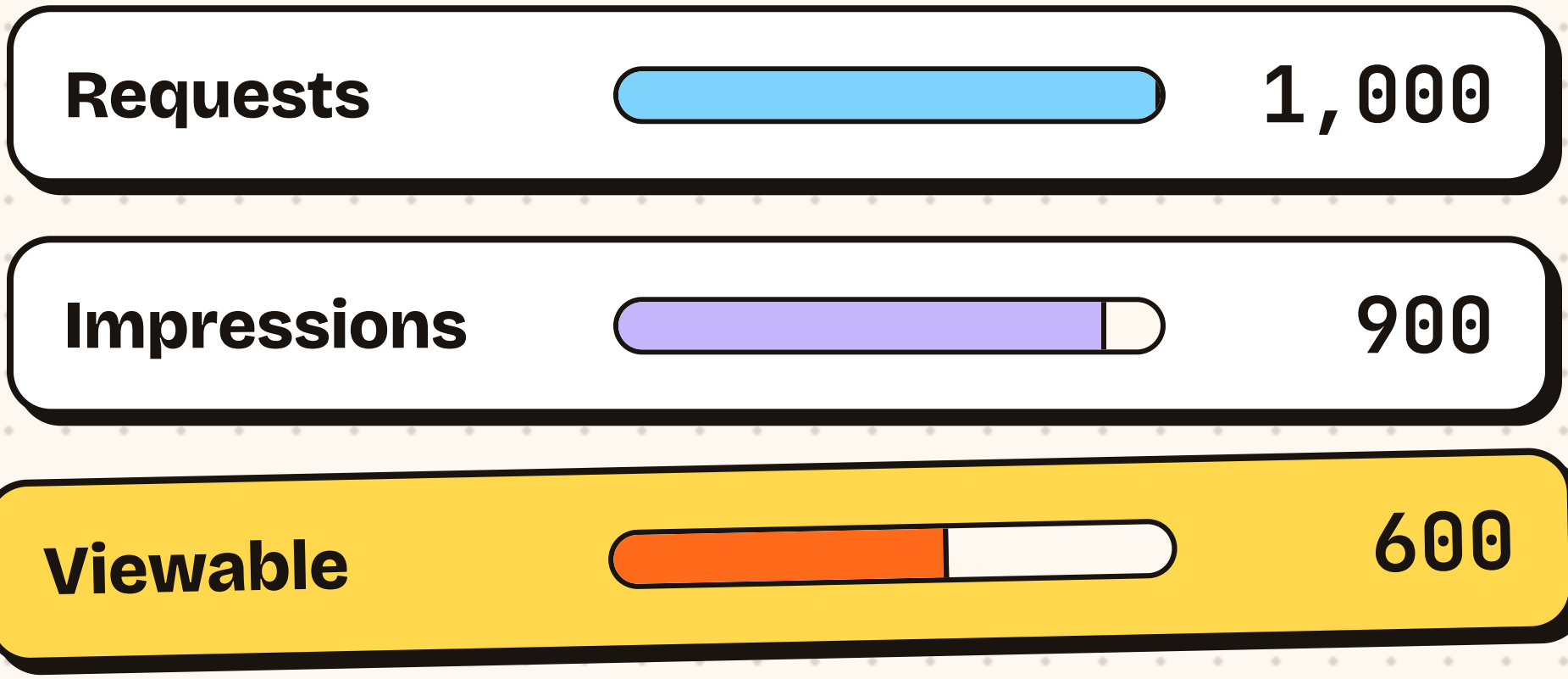
Step 3 · Viewable

At least half the pixels on screen.

DISPLAY	VIDEO
1s	**2s**
one full second	two seconds

Step 4 · The math

Only 600 qualify. 600 out of 900 is about **67% viewability**.



ILLUSTRATIVE NUMBERS

Your check today

Find all three numbers for one ad unit.

- [x] Requests
- [x] Impressions
- [x] Viewable impressions

Each gap shows where ads get lost.

Recap

One ad, three counts:

1 Request

2 Impression

3 Viewable

NEXT · EP 2

CPM, eCPM, RPM: which number actually pays you

Watch the 60-second video at
blog.rediads.com/learn

AdTech 101 · Ep 2

CPM, eCPM, RPM.

Three prices on your dashboard.
Which number actually pays you?

Swipe →

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YOUR DASHBOARD · THREE PRICES



Which one pays your bills?

The term

CPM

The price buyers pay per **thousand ad impressions**.

It's a price. Not what a visit earns.

Step 1 · One day

recipes.example: 1,000 page views, 3 ad slots on each page.

```
impressions = 2,400
CPM = $2.00
2,400 ÷ 1,000 × $2 = $4.80
```

That day earns **$4.80**.

Step 2 · eCPM

Effective CPM: what you actually earned per 1,000 impressions, across every buyer.

```
4.80 ÷ 2,400 × 1,000
```

$2.00

Step 3 · RPM

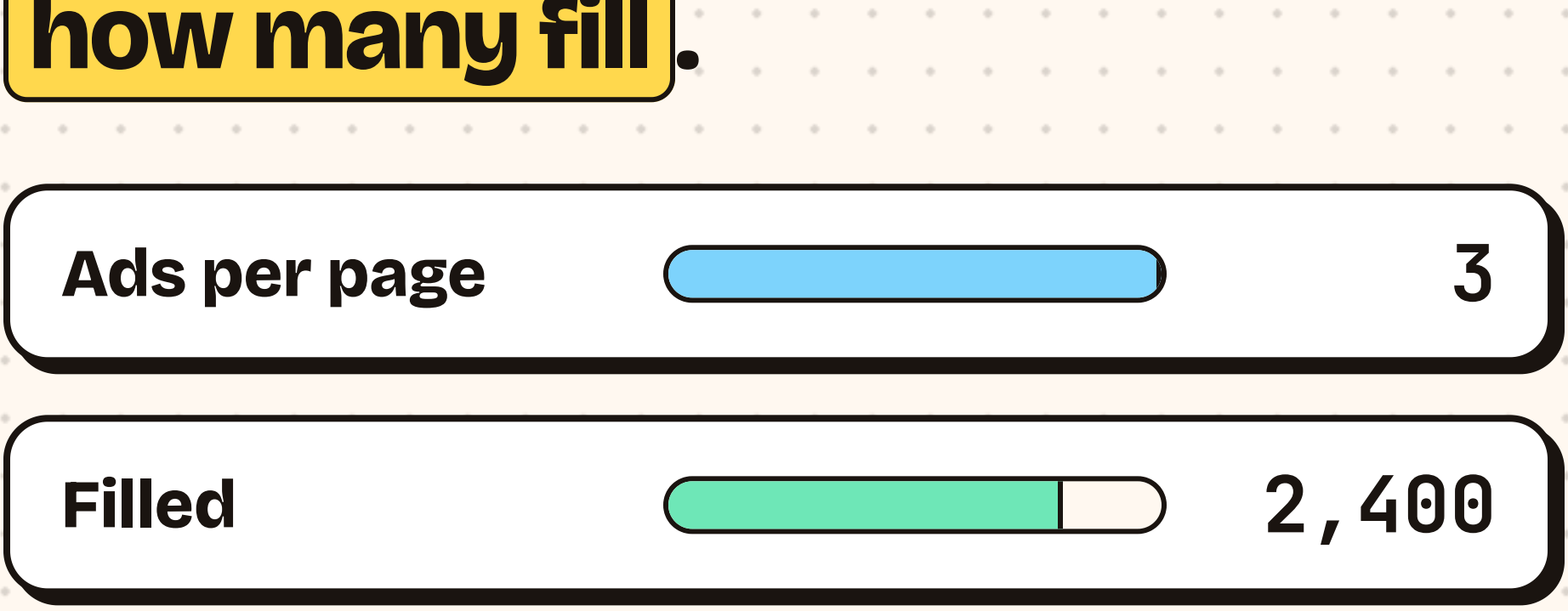
Revenue per 1,000 page views. Same $4.80, different denominator.

```
4.80 ÷ 1,000 × 1,000
```

$4.80

Step 4 · Why RPM

RPM bakes in how many ads each page shows and **how many fill**.



So RPM tracks what your **traffic** earns.

Your check today

Track page RPM week to week.

- [x] Page RPM, every week
- [x] If it moves: check CPM
- [x] Then check fill

Recap

CPM is the price. RPM is the pay.

CPM $2.00

eCPM $2.00

RPM $4.80

NEXT · EP 3

Fill rate: the inventory nobody bought

Watch the 60-second video at
blog.rediads.com/learn

AdTech 101 · Ep 3

Fill rate: the inventory nobody bought.

Why slots go unsold, and why 100% isn't the goal.

Swipe →

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YOUR REPORT SAYS



Low fill isn't always a bug.

Often, nobody bid.

The term

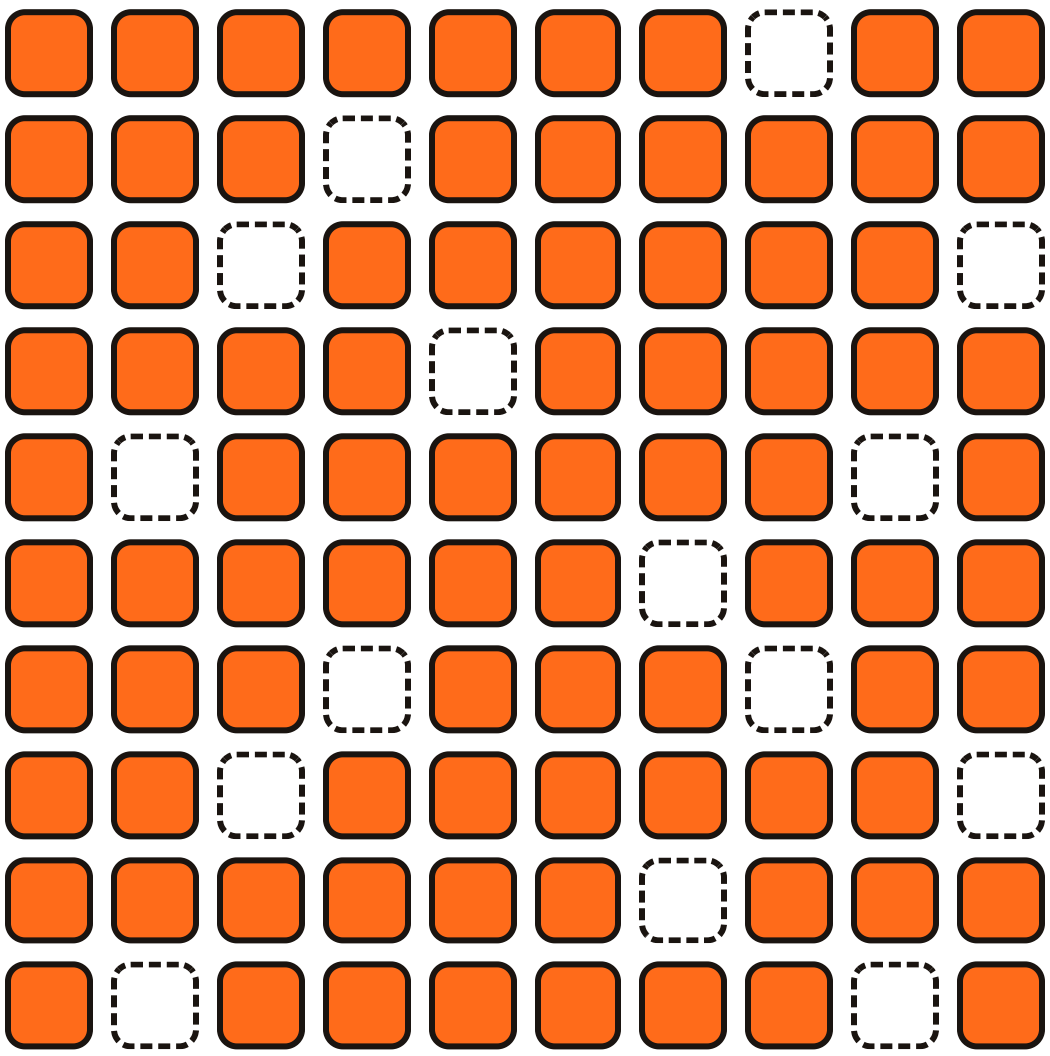
Fill rate

$$\frac{\text{impressions}}{\text{ad requests}}$$

The rest of the requests **went unsold**.

Step 1 · Do the math

game.example's sidebar, one hour. Each square is 100 requests.



8,500
÷ 10,000

85%

FILL RATE

The other 1,500 requests are unfilled.
Numbers are illustrative.

Step 2 · Why unfilled

Three usual reasons.

1

No buyer

for that visitor, country or ad size

2

Under your floor

every bid below your minimum price

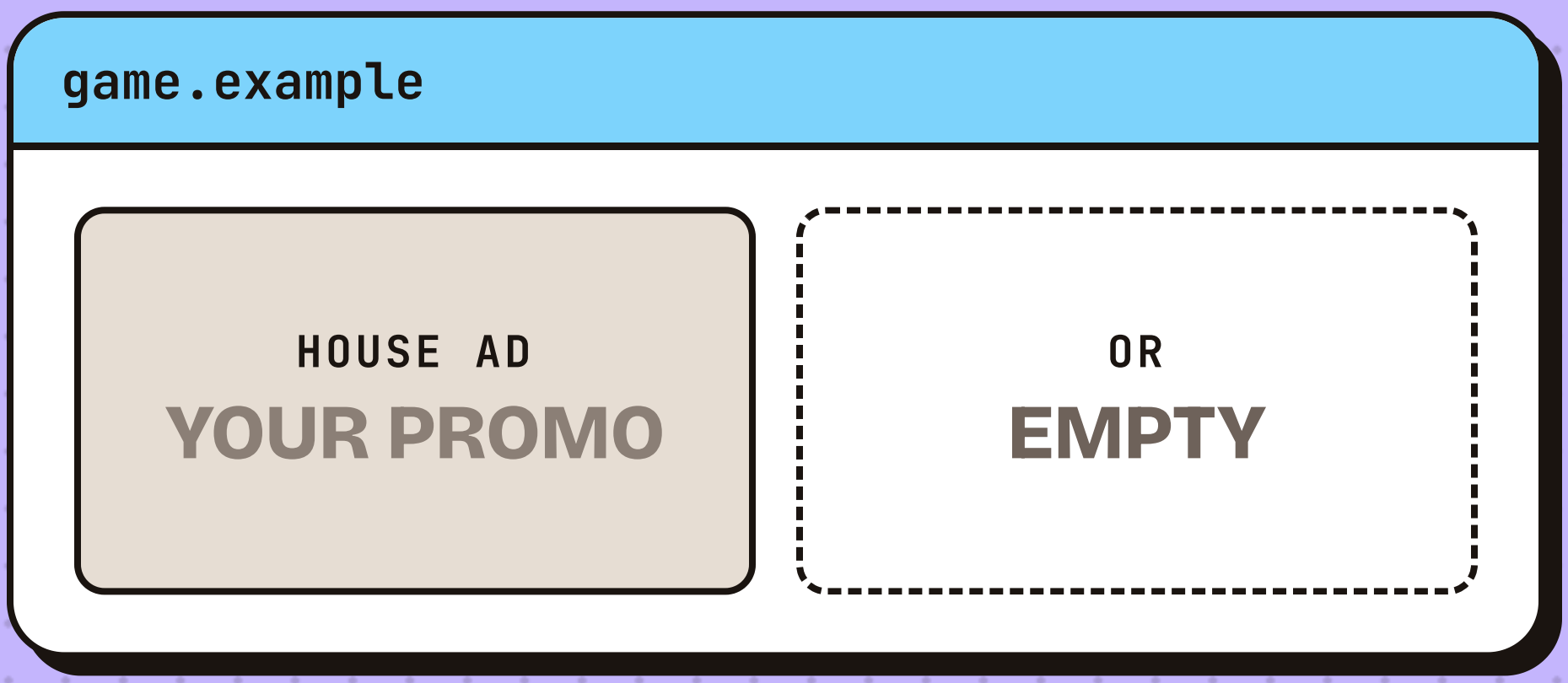
3

Too late

the bids arrived too late to count

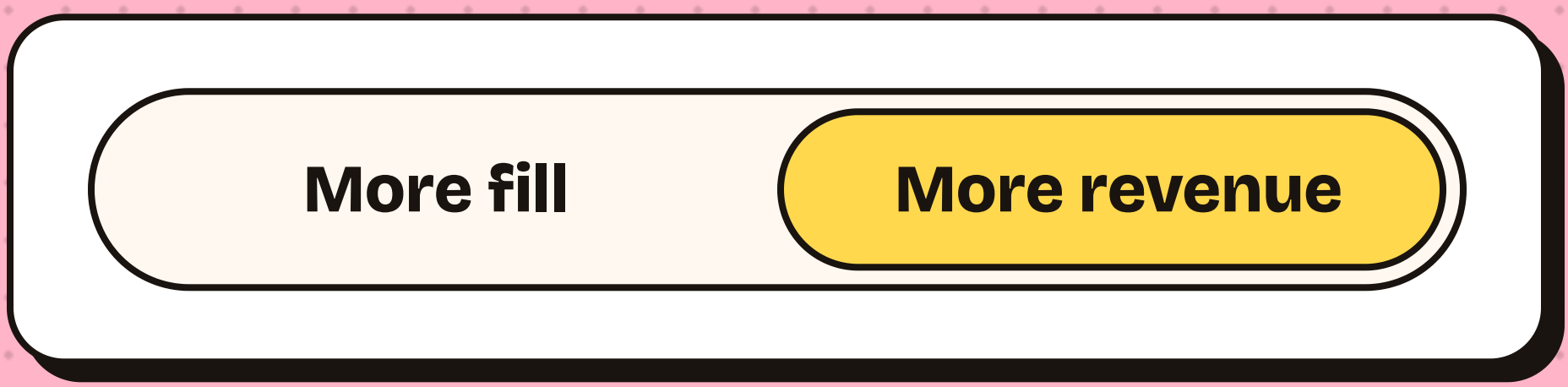
Step 3 · What shows instead

An unfilled slot shows a house ad, your own promo, or stays empty.



The catch

100% fill isn't the goal.



A floor that turns away a few cheap bids **can still lift total revenue**.

Your check today

Pull fill rate by country and ad size. One weak cell points to the cause.

FILL RATE · ILLUSTRATIVE

	300x250	728x90	320x100
US	92%	88%	90%
UK	89%	84%	87%
IN	80%	41%	78%

Recap

Fill is a rate. Unfilled has reasons.

1 Divide

2 Diagnose

3 Find the cell

NEXT · EP 4

The ad tech map, in one picture

Watch the 60-second video at
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AdTech 101 · Ep 4

The ad tech map, in one picture.

From an advertiser's budget to an ad on your page.

Swipe →

MONDAY MORNING



How does it become an ad on your page?

The term

The ad tech map

Every company between that budget and **your page**.

Agency

DSP

SSP / exchange

Ad server

Step 1 · The buyer side

A

Advertiser

A shoe brand, $10,000

G

Agency

Loads the budget into a DSP

D

DSP

Demand-side platform: the buyer's bidding software

Step 2 · Your side

S

SSP / exchange

Sells your ad space. The exchange runs the auction.

R

Ad server

Picks which ad fills each slot

P

recipes.example

A reader opens the page

Step 3 · The auction

S **SSP**
Sends a bid request

↓

D **Many DSPs**
Get the request

Shoe DSP $3.00

It bids **$3 CPM** and wins, so its ad loads.

Step 4 · The money

Every hop keeps a fee.

- $ Agency — FEE
- $ DSP — FEE
- $ SSP / exchange — FEE
- $ Ad server — FEE

Your check today

Draw your own map.

- [x] Your ad server
- [x] Every SSP
- [x] The company that pays you

Simplified: an SSP and an exchange are often the same company.

Recap

Budget goes down. Bids go up.

1 Buyer side

2 Your side

3 Fees

NEXT · EP 5

DSP vs SSP: the buyer's robot and the seller's robot

Watch the 60-second video at
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AdTech 101 · Ep 5

DSP vs SSP.

The buyer's robot and the seller's robot, and one bid request traced end to end.

Swipe →

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THE MYTH

DSPs and SSPs are rivals.

MYTH

Actually, each needs the other.

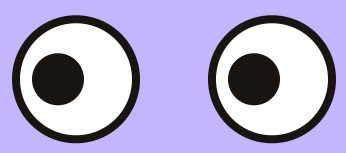
The term

Two robots



DSP

Buys ad space for advertisers



SSP

Sells it for publishers

Step 1 · The bid request

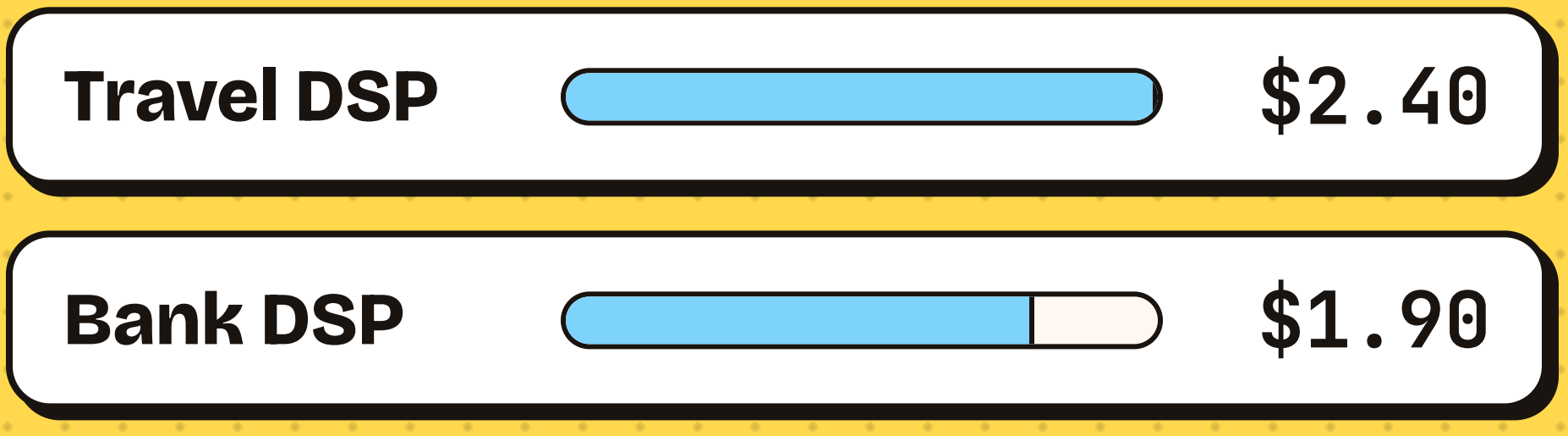
Your SSP packs one impression on news.example into a bid request.

```
bid request {
  "site": "news.example",
  "size": "300x250",
  "country": "DE",
  "device": "mobile",
  "user_id": "if consent"
}
```

Step 2 · The buyers

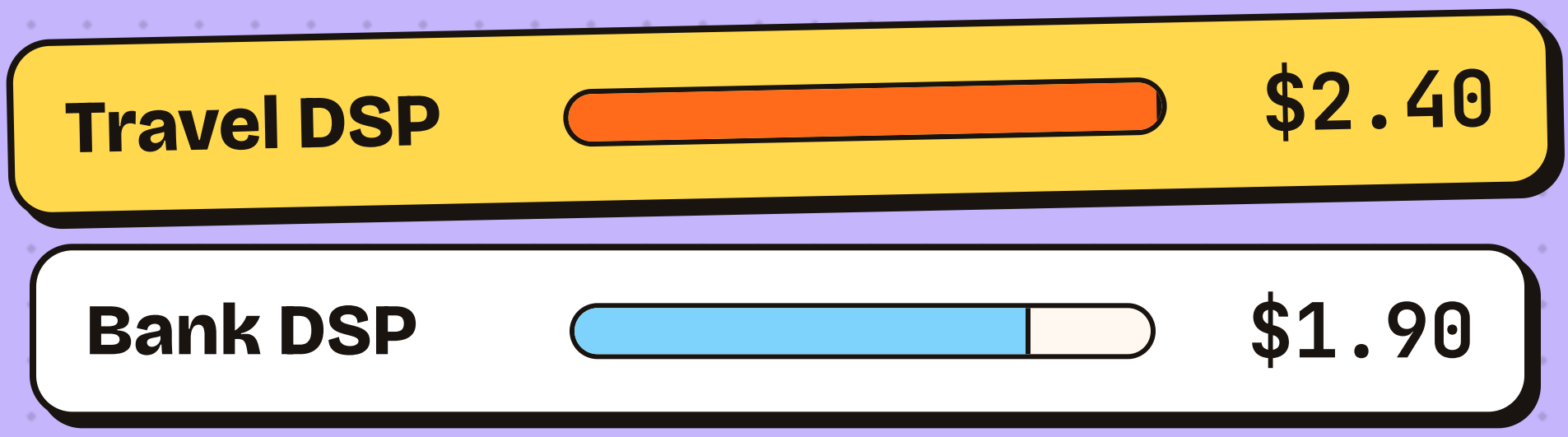
Sent to 20 DSPs at once.

Each checks its advertisers' campaigns.
Two bid back:



Step 3 · The auction

The SSP runs the auction and picks the top bid.



It takes its fee and returns the **winning ad** to your page.

Step 4 · One language

Both sides speak OpenRTB.

D **DSP**
Works for the buyer

S **SSP**
Works for you

Your check today

Open your ads.txt, the public list of who may sell your ads.

`news.example/ads.txt`

```
ssp-one.example, 123, DIRECT
ssp-two.example, 456, RESELLER
```

SSP

SSP

Most lines are **SSPs**.

Recap

DSP buys. SSP sells. Both need you.

1 Request

2 Bids

3 Auction

NEXT · EP 6

Your ad server is not an SSP

Watch the 60-second video at
blog.rediads.com/learn

AdTech 101 · Ep 6

Your ad server is not an SSP.

The referee and the player, even when one company sells you both.

Swipe →

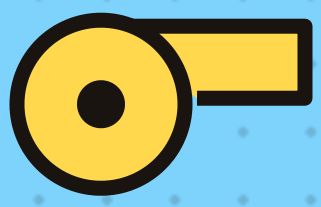
RediAds blog.rediads.com/learn

A COMMON MIX-UP

Ad server ≠ SSP

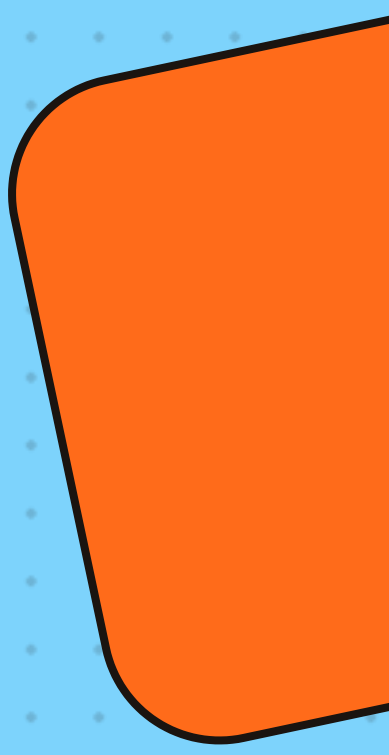
They do different jobs.

The term



Ad server

The **referee** that decides which ad fills each slot.



Step 1 · Three offers

The top slot on sports.example. Three offers arrive.

1 **Direct campaign**
Sold by your sales team

2 **SSP header bid**
$2.50

3 **AdX**
Google's exchange, $2.20

Step 2 · Your rules

The ad server checks every offer against your rules.

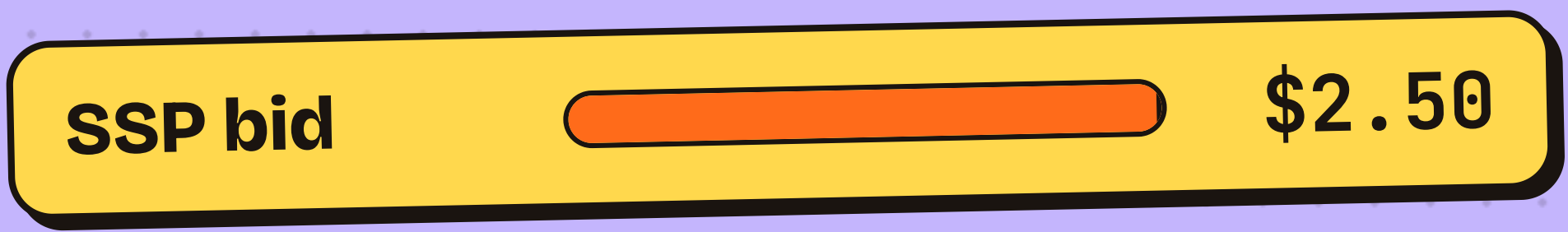
1 Priorities

2 Targeting

3 Minimum prices

Step 3 · The pick

The direct campaign already hit its goal, so it steps aside.





$2.50 beats $2.20. **The SSP's ad wins.**

Step 4 · Two jobs

SSP

Finds the buyer, runs its auction

AD SERVER

Picks the winner

Google Ad Manager blurs this by bundling an ad server and an exchange.

Your check today

Make two lists.

1. Your ad server
2. Every SSP feeding it

Know which job each vendor does.

Recap

SSPs find buyers. The ad server referees.

1 Offers

2 Rules

3 Winner

NEXT · EP 7

Ad network vs ad exchange: where AdSense fits

Watch the 60-second video at
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