AdTech 101 · Ep 7

Network or exchange?

Where AdSense fits, and what it pays you from one display dollar.

Swipe →

QUICK QUIZ



Is AdSense an ad network or an ad exchange?

One answer, and one dollar of math.

The terms

AD NETWORK

Resells ad space

Gathers space from many sites, sells it to its advertisers, **takes a cut**.

AD EXCHANGE

Open auction

Many buyers and sellers meet. **Every impression** is auctioned.

Step 1 · The answer

AdSense is Google's ad network.

1 **Buyers bid**
Google Ads advertisers and other approved buyers

↓

2 **Google auctions**
Google runs the auction

↓

3 **You get a share**
Next slide: how much

Step 2 · Follow one dollar

An advertiser spends $1.00 on AdSense display.



Google Ads keeps (average)	15¢
AdSense keeps 20% of 85¢	17¢
You get 80% of 85¢	68¢

Step 3 · The exchange

AdX is Google's exchange, with more of your own controls.

M **Google Ad Manager**
How you reach AdX

↓

X **AdX**
Google's ad exchange

Floors **Private deals**

Your check today

In AdSense, see who bids on your site.

Brand safety

↓

Content

↓

Blocking controls

↓

Authorized buyers

Recap

AdSense: a network. AdX: an exchange.

1 Network

2 68¢ to you

3 AdX

NEXT · EP 8

Direct-sold, programmatic, remnant: three ways inventory sells

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

AdTech 101 · Ep 8

One homepage, three prices.

Direct-sold, programmatic, remnant: three ways inventory sells.

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NEWS.EXAMPLE · HOMEPAGE, ONE MONTH

1,000,000

IMPRESSIONS

Three very different **prices**.

The term

Inventory sells three ways.

1 **Direct-sold**
A contract, a fixed price

2 **Programmatic**
Software sells one at a time

3 **Remnant**
The leftovers

Step 1 · Direct-sold

Your sales team signs a bank for **200K impressions**.



$12

CPM

A contract, a fixed price, **often guaranteed**.

Numbers are illustrative.

Step 2 · Programmatic

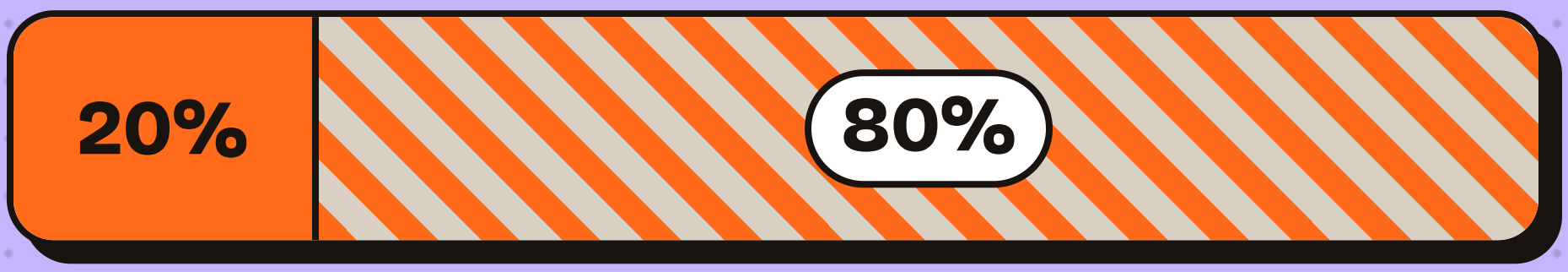
Software sells impressions one at a time.



Through **auctions or private deals**, via SSPs and exchanges.

Step 3 · Remnant

Whatever direct didn't take: 800K impressions.



Most of it goes to programmatic auctions at, say, **$1–3 CPM**.

Remnant and programmatic overlap.

Step 4 · Who serves first

In Google Ad Manager, direct gets higher priority.

4–10 **Direct**
Sponsorship, standard

12 **Price priority**
AdX, header bids

16 **House ads**
Your own promos fill what's left

Your check today

Check your split.



YOUR SITE

Direct share vs. auction share

- [x] What share of impressions is direct?
- [x] What share goes to auction?

Recap

Three ways inventory sells.

Direct: sold

Programmatic: automated

Remnant: what's left

NEXT · EP 9

Ad sizes that earn: 300x250, 300x600 and multi-size slots

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

AdTech 101 · Ep 9

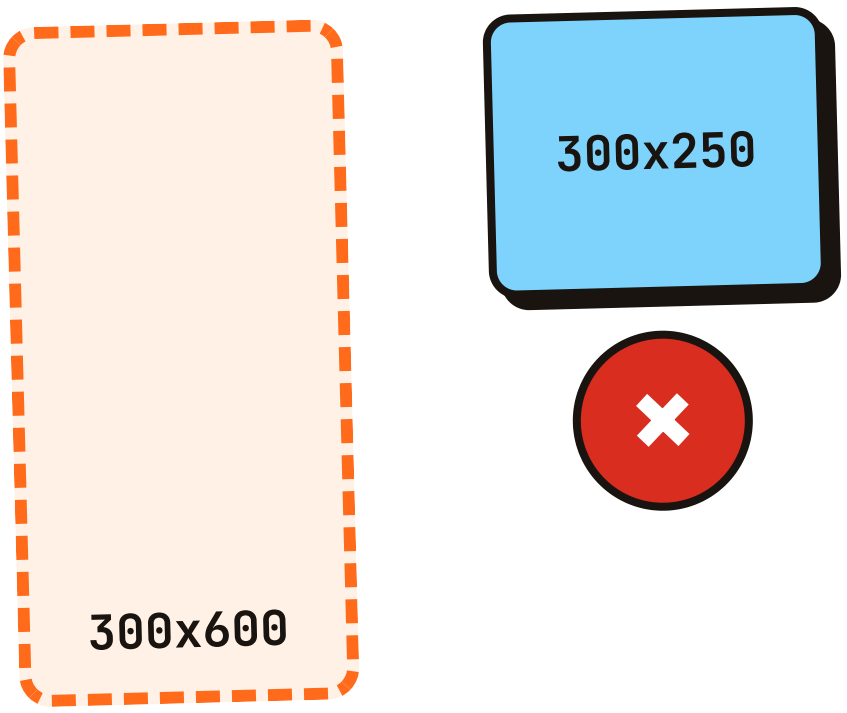
Ad sizes that earn.

300x250, 300x600, and why multi-size slots draw more bids.

Swipe →

RediAds blog.rediads.com/learn

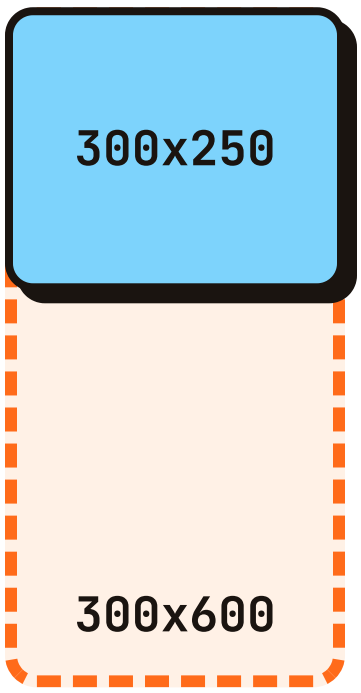
A COMMON MISTAKE



A sidebar slot that accepts one size.

The term

Multi-size slot



One ad space accepts **several sizes**, so more ads compete.

Step 1 · Know the sizes

Google lists five top-performing sizes.

728x90

300x600

300x250

336x280

320x100

Mobile only

Step 2 · Spot the gap

game.example's sidebar takes 300x600 only.

A **Buyer A · 300x600**
Can bid

B **Buyer B · 300x250**
Can't bid at all

Fewer bidders, before the auction even starts.

Step 3 · Allow both

The higher bid wins, whatever its size.



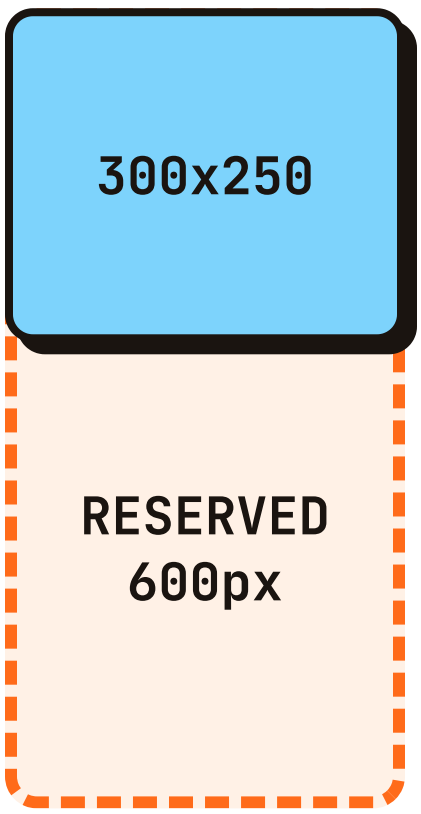


Bids are illustrative.

300x250 wins at $2.40

Step 4 · One rule

Reserve space for the **tallest** **size** you allow.



So the page **doesn't jump** when a shorter ad loads.

Your check today

Check each slot's size list in your ad tag.

```
googletag.defineSlot(
    '/123/sidebar',
    [[300, 600], [300, 250]],
    'div-1');
```

- [x] Add every size the space can fit

Recap

More sizes, more bidders.

1 List sizes

2 Allow both

3 Reserve the tallest

NEXT · EP 10

Cookies 101, and why Chrome kept third-party cookies after all

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

AdTech 101 · Ep 10

Chrome kept third-party cookies.

Cookies 101, and where they still work in 2026.

Swipe →

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THE MYTH

"Chrome killed third-party cookies."

In 2026, they still work.

Chrome allows them by default. Here's how cookies work, and who blocks them.

The term

Cookie

A **small file** a website stores in your browser.

Who sets it decides what it can do.

Step 1 · First-party

The site you visit sets a first-party cookie, from its own domain.

R

recipes.example

A reader visits the site

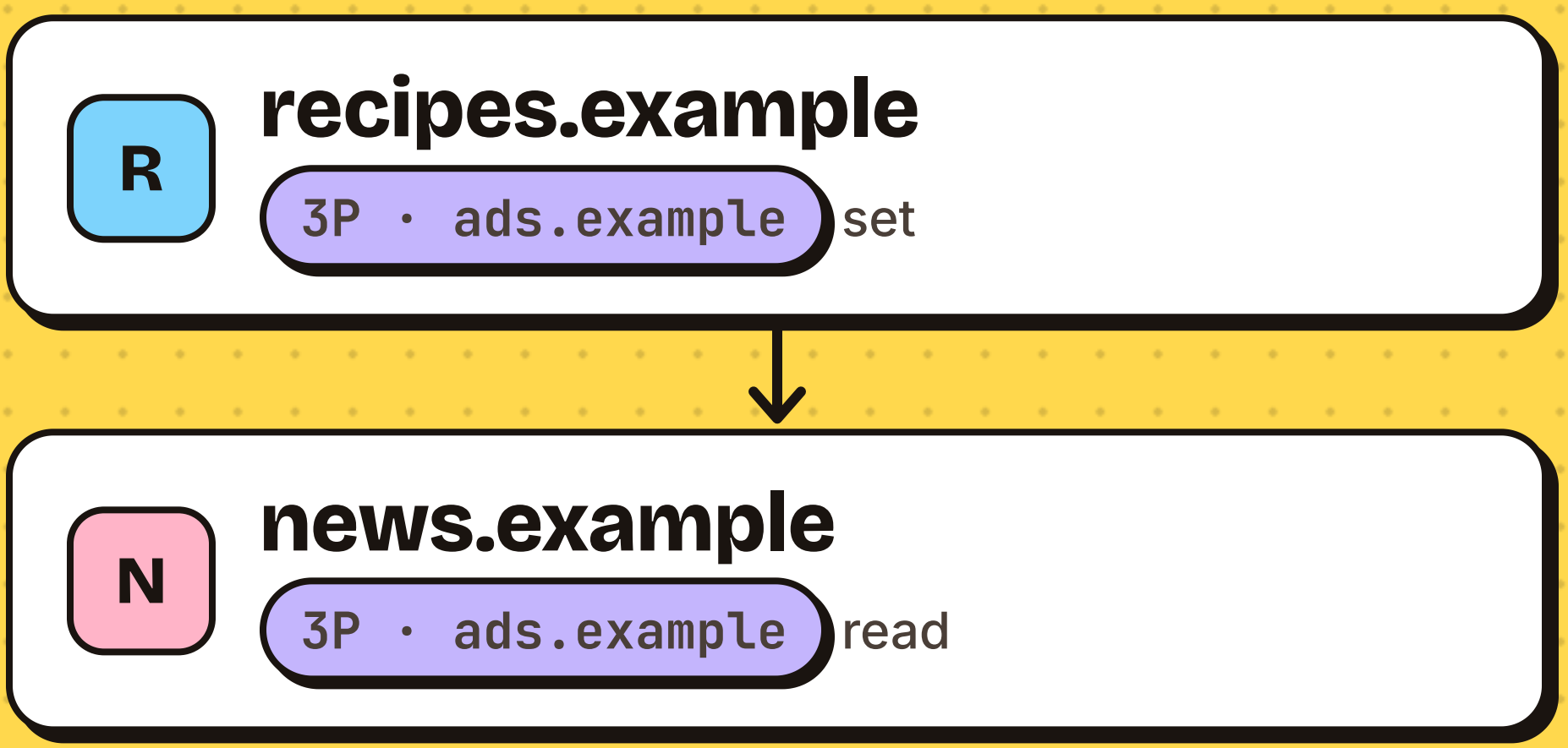
1P

Login cookie

Remembers her login

Step 2 · Third-party

An ad company on the page sets a third-party cookie, then reads it again elsewhere.



Same person, recognized across sites.

Step 3 · Safari & Firefox

Two browsers restrict them.

Safari	Blocked by default since 2020
Firefox	Walled off per site

Step 4 · Chrome

Chrome planned a phase-out, then changed course.

2020	Phase-out announced
2024	User choice instead
2025	Prompt dropped, most Privacy Sandbox retired
2026	Still allowed by default

Your check today

Check your browser split in analytics.

- [x] Chrome share of your traffic
- [x] Safari and Firefox share

Your Chrome traffic is where third-party cookies still work.

Recap

Know your mix:

Chrome: on

Safari: blocked

Firefox: walled off

NEXT · EP 11

Why identity changes your CPM

Watch the 60-second video at
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AdTech 101 · Ep 11

Same slot. Double the price?

Why identity changes your CPM.

Swipe →

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SAME PAGE · SAME AD SLOT



Why does one visitor earn double?

Illustrative bids. The difference is identity.

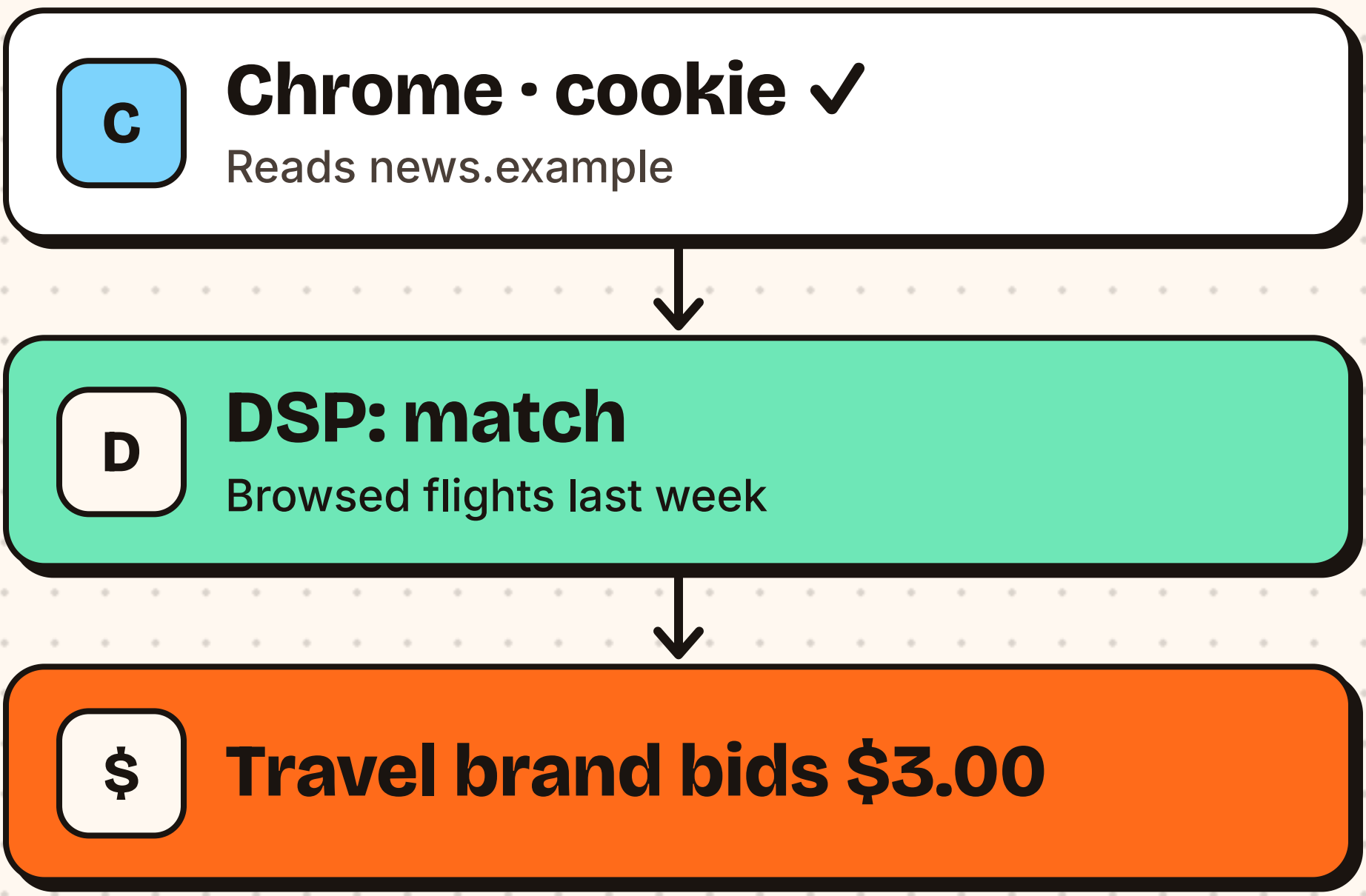
The term

Identity

Any signal that lets a buyer **recognize** the same person again.

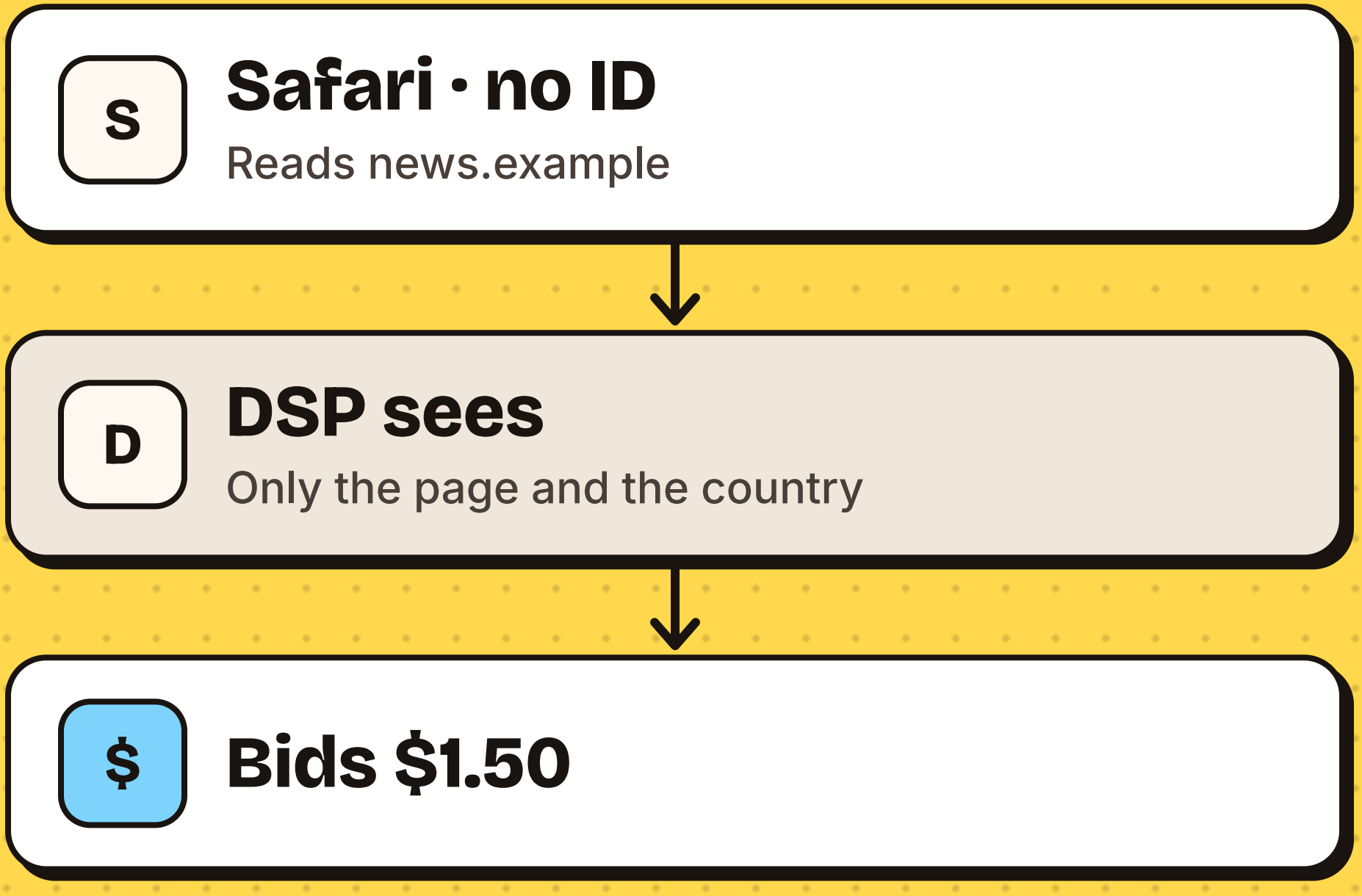
Step 1 · Reader 1

On Chrome, with a cookie the DSP recognizes.



Step 2 · Reader 2

On Safari. No cookie, no match.



Step 3 · Why

Recognized users let buyers:

1. **Target**
2. **Limit repeats**
3. **Measure sales**

So they bid more.

Step 4 · The evidence

Google's 2019 test: publisher revenue fell about **half** without cookies.



Close the gap with **first-party IDs** (logins) and **context** (page topic).

Your check today

Split CPM by browser in your report.

- [x] Chrome CPM
- [x] Safari CPM

The gap shows what identity is worth on your site.

Recap

Identity sets the bid:

Match: higher bids

No ID: page only

1P IDs + context

NEXT · EP 12

Consent in 60 seconds: GDPR, CMPs and the consent string

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

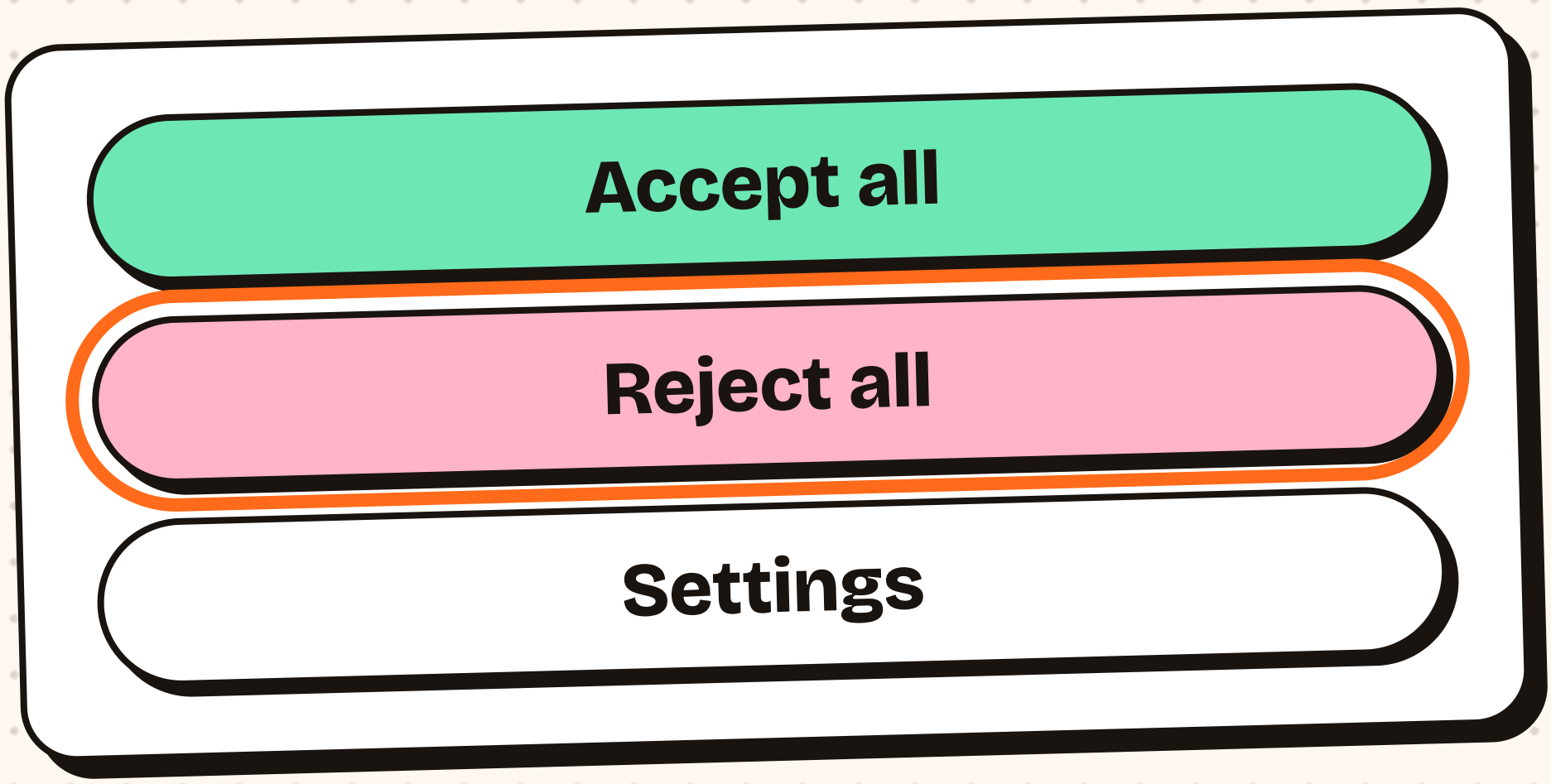
AdTech 101 · Ep 12

Consent in 60 seconds.

GDPR, CMPs and the consent string every ad request carries.

Swipe →

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She taps Reject all.

Here's what your ads hear.

The term

Consent string

A **coded record** of what each visitor allowed.

Step 1 · The banner

In Europe, GDPR and ePrivacy usually require consent first. Your CMP is the banner that asks.

CMP · CONSENT MANAGEMENT PLATFORM

Accept all

Reject all

Settings

Step 2 · The TC string

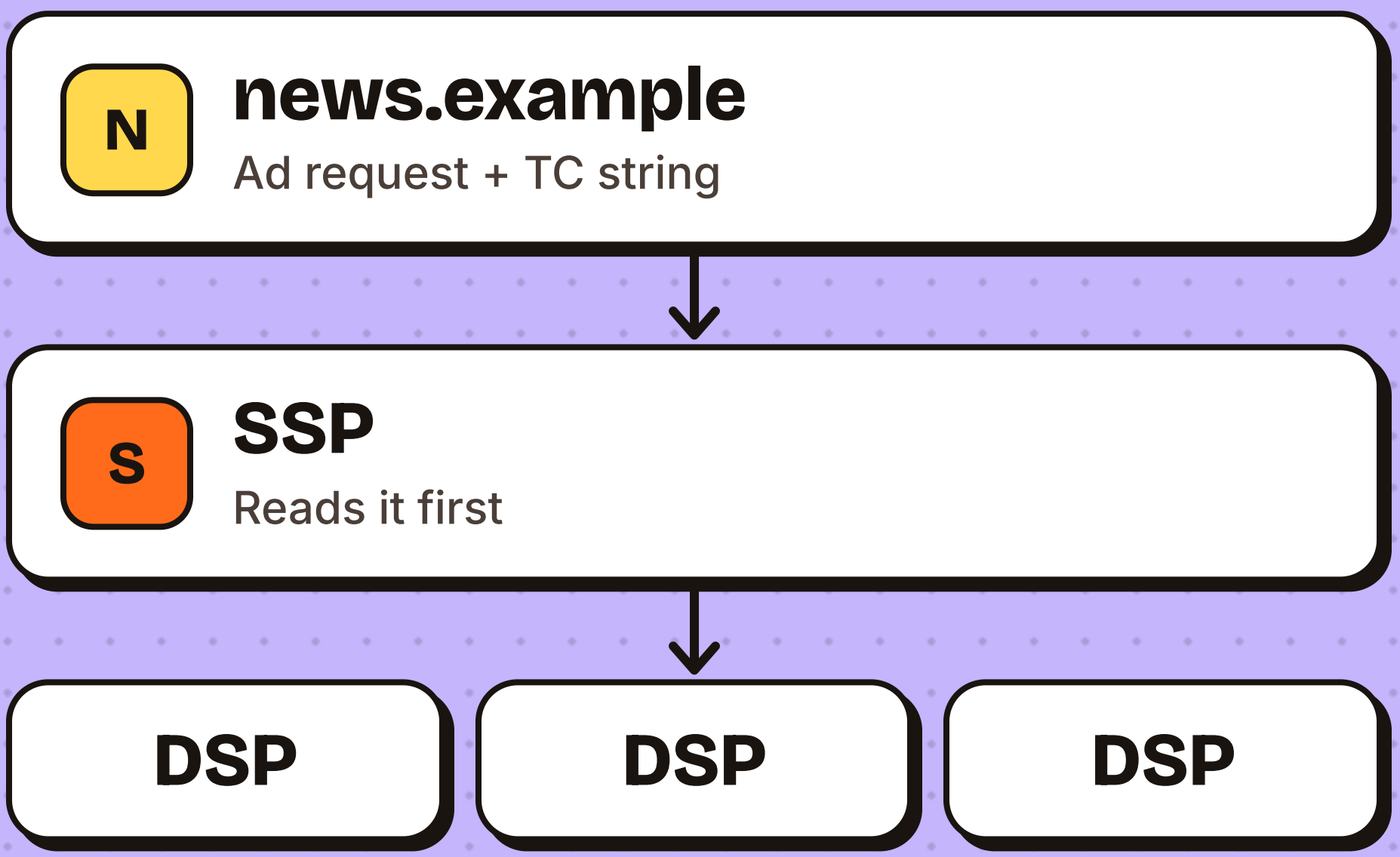
Her answers become a TC string, defined by IAB Europe's TCF.

```
{
  "tcString": "CQ…",
  "framework": "TCF v2.3",
  "purpose1_store_on_device": false,
  "vendors_allowed": []
}
```

Purposes she allowed, and which ad companies.

Step 3 · Every ad request

The string travels with every ad request. Each SSP and DSP reads it first.



Step 4 · Rejected

She rejected all, so no personalized ads.

DSP A — Skip

DSP B — Skip

Google — Limited ads

EEA, UK, Switzerland: Google requires a **certified CMP** for personalized ads.

Your check today

Check your CMP.

- [x] On Google's certified CMP list
- [x] Running TCF version 2.3

Every bid reads the string. Keep it valid.

Recap

Consent is a string:

1 CMP asks

2 TC string

3 Every bid reads it

NEXT SERIES · ADSENSE CLINIC

Ep 1: RPM dropped overnight?

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