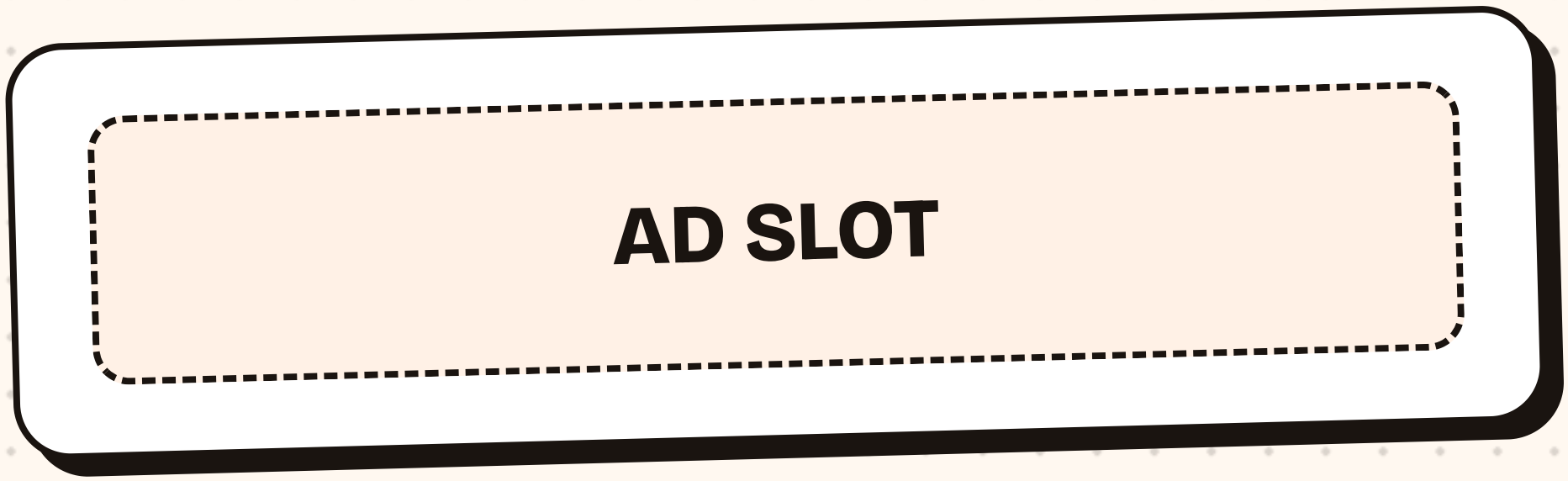
Adtech lessons · S4 · Ep 1

One slot. Four ways to sell it.

Open auction, PMP, preferred deal, programmatic guaranteed.

Swipe →

RediAds blog.rediads.com/learn



? ? ? ?

Can you name all four?

Two questions sort every deal you run.

The term

Deal

A buyer gets **special access** to your inventory, on agreed terms.

Sort it with two questions: **Is the price fixed? Is the volume promised?**

Step 1 · The auctions

A floor, but no fixed price. No volume promised.

Open auction

Any buyer can bid

> $1.00

Private auction (PMP)

Only invited buyers bid

> $3.00

Step 2 · Preferred deal

First look at a fixed $6.00.

P **Travel brand**
Sees the impression first

↓

A **It can pass**
The impression falls back to the auctions

Step 3 · Programmatic guaranteed

The same brand reserves the volume.

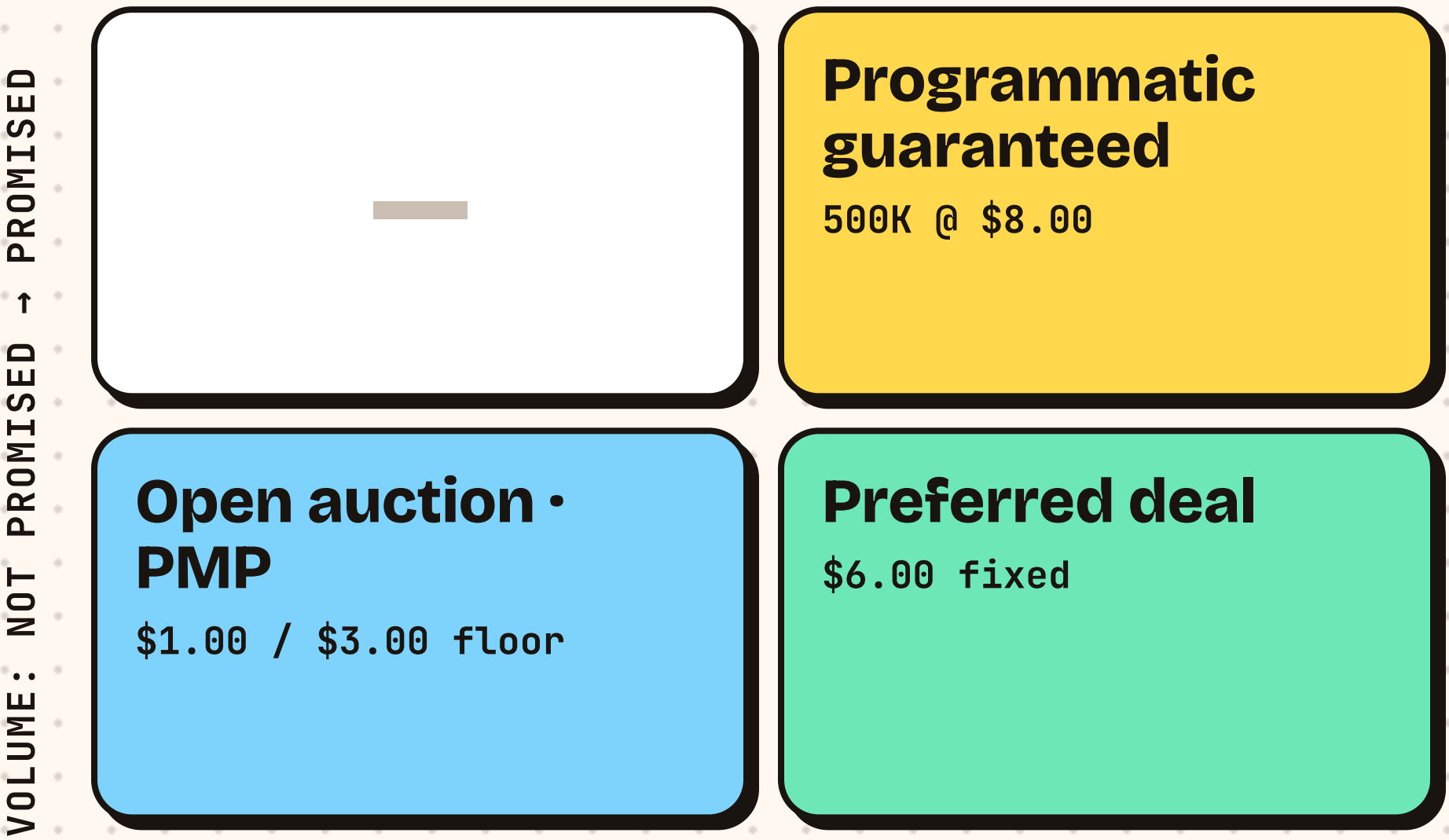
500,000

impressions @ $8.00

Fixed price, promised volume. The buyer must take them.

The map

More promise, more commitment, on both sides.



Your check today

Label every live deal with its type.

- [x] Price fixed? Yes or no
- [x] Volume promised? Yes or no
- [x] Write the type next to the deal

Recap

Four ways to sell one slot:

Open auction

PMP

Preferred deal

Guaranteed

NEXT · EP 2

Deal IDs: how a deal travels through the bid stream

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

Adtech lessons · S4 · Ep 2

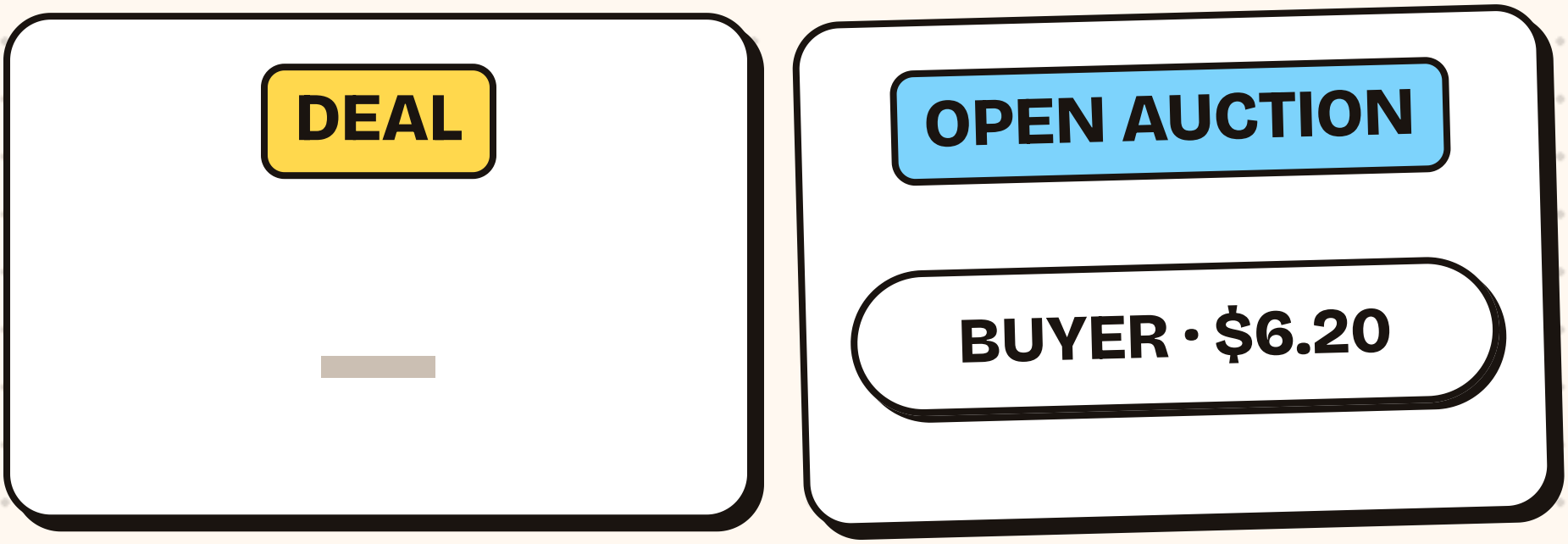
Agreed $6. Arrived as open auction.

How a deal ID travels through the bid stream.

Swipe →

RediAds blog.rediads.com/learn

THE BUYER AGREED TO A $6.00 DEAL



Every bid landed in the wrong column.

The term

Deal ID

The code that ties a bid to its deal.

One code, shared by every system.

NEWS-042

Step 1 · Create

You create the deal. The buyer adds the same ID.

S **SSP**

Creates deal NEWS-042

↓

D **DSP**

Buyer adds NEWS-042 to a campaign

Step 2 · Bid request

The SSP adds a private marketplace object.

```
"pmp": { "deals": [{
  "id": "NEWS-042",
  "bidfloor": 6.00,
  "wseat": ["agency-7"]
}]}
```

Deal ID, floor and the allowed buyer seat, in the OpenRTB request.

Step 3 · Bid response

The DSP bids and copies the ID into its dealid field.

```
"price": 6.20,
"dealid": "NEWS-042"
```

Same string in the request and the response. That is the match.

Step 4 · Ad server

With Prebid, the ID becomes a key-value in Google Ad Manager.

`hb_deal_bidderA = NEWS-042`

Deal line item HIGHER PRIORITY

Prebid open market

AdX / remnant

Your check today

One live deal. Identical ID.

- [x] SSP: `NEWS-042`
- [x] DSP: `NEWS-042`
- [x] Ad server: `NEWS-042`

Our buyer typed `NEWS-024`. No match, so every bid looked like open auction.

Recap

One deal ID, four stops:

1 Create

2 Request

3 Response

4 Line item

NEXT · EP 3

Why your deals underdeliver

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

RediAds Follow for Ep 3

Adtech lessons · S4 · Ep 3

1,000,000 requests. 20,000 won.

Why your deals underdeliver, read as a funnel.

Swipe →

RediAds blog.rediads.com/learn

ONE PRIVATE AUCTION · ONE WEEK

DEAL REQUESTS

1,000,000

IMPRESSIONS

20,000

Where did they go?

The term

Underdelivery

A deal serves **far fewer impressions** than you and the buyer planned.

Don't guess. **Read it as a funnel**, the way Google Ad Manager sorts it.

Step 1 · Did not bid

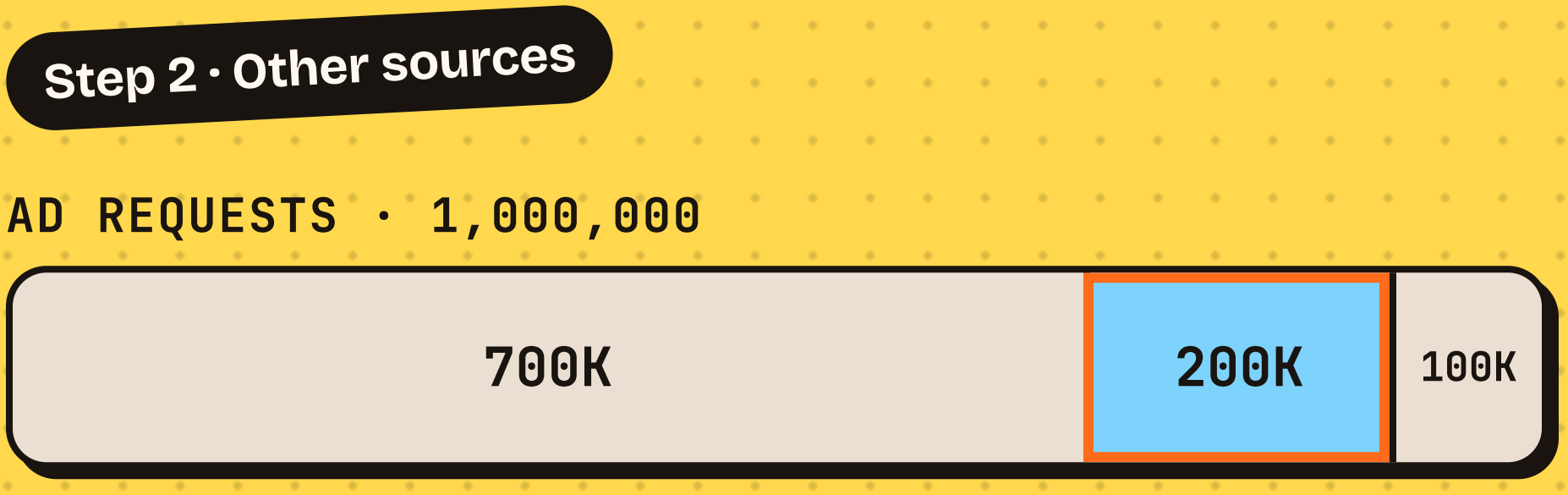
AD REQUESTS · 1,000,000



700K: the buyer did not bid.

Usually the buyer's side: a paused campaign, a spent budget, or narrower targeting.

Step 2 · Other sources



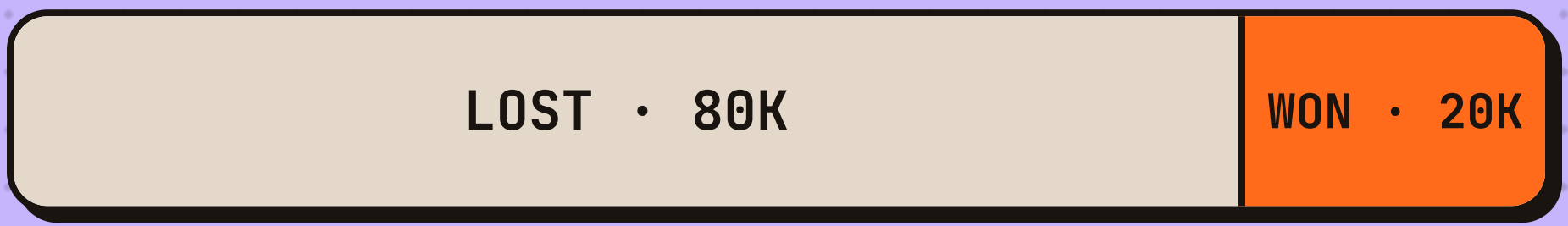
200K: the buyer bid via the open auction or another deal ID.

Often, the wrong ID is on the campaign.

Step 3 · Bids for this deal

100K bids. 20K won.

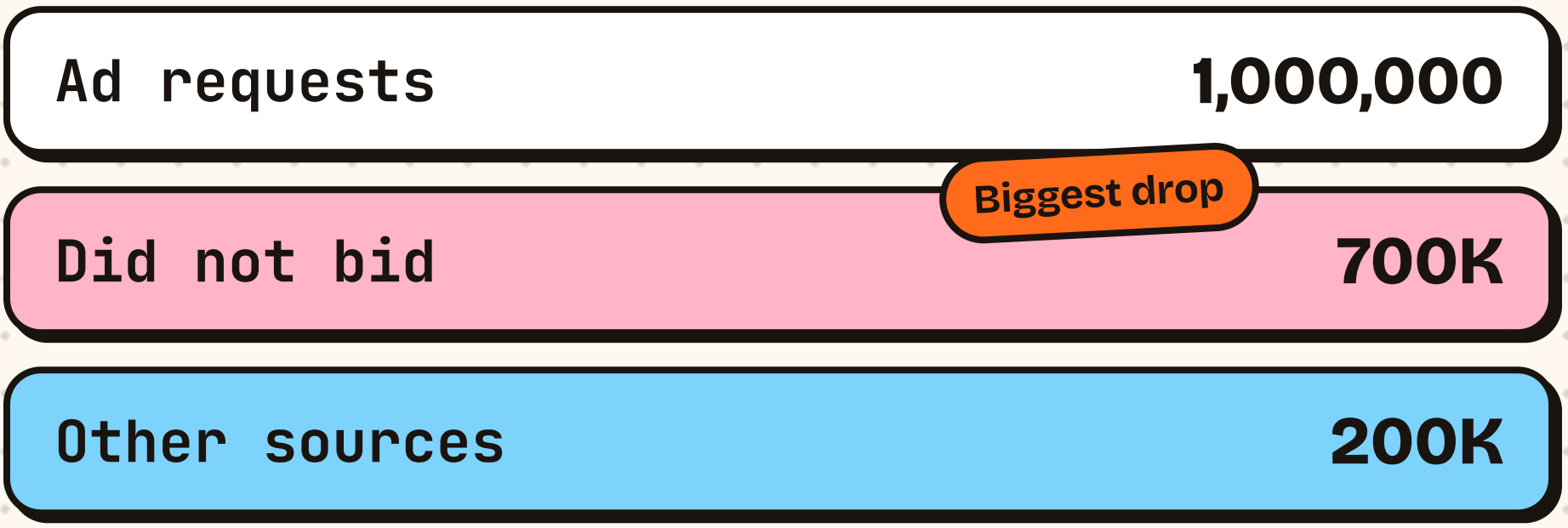
BIDS FOR THIS DEAL · 100K



80K lost. They were:

- Below your floor
- Blocked by protections
- Beaten by higher priority

The whole funnel



Find the **biggest drop**. Fix that first.

Your check today

Send the buyer the number, not a feeling.

- [x] Pick one underdelivering deal
- [x] Read its funnel in Google Ad Manager
- [x] Fix or report the biggest drop

Recap

Where deal requests go:

Did not bid

Other sources

Lost

Won

NEXT · EP 4

Who takes the curation fee, and what it does to your bids

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

Adtech lessons · S4 · Ep 4

A higher bid can pay you less.

Who takes the curation fee, and what it does to your net.

Swipe →

RediAds blog.rediads.com/learn

MYTH

"A higher bid ~~always~~ pays you more."

$2.20 can pay you less than $2.00.

Here's the arithmetic, in three steps.

The term

Curation fee

A curator packages impressions, often with data, into deals. **Its cut** is the curation fee.

Step 1 · Open auction

An impression on recipes.example gets a $2.00 bid. Your SSP keeps 15%.

$2.00 BID

SSP $0.30	You · $1.70

You get $1.70

Step 2 · Curated deal

Same impression sells for $2.20. Curator keeps 10%, SSP keeps 15%.

$2.20 BID



You get $1.65

Step 3 · Compare your net

Higher bid. Less money.

OPEN AUCTION

$1.70

-$0.05

CURATED DEAL

$1.65

The fee often hides inside the floor the buyer sees.

Step 4 · The rule

Curation pays you only when the bid rises by more than the fees.

~1/2

OF CURATED DEALS CARRY NO CURATION FEE

One industry analysis: Jounce Media via AdExchanger, 2025

Your check today

Ask your SSP for a curated-deals report.

- [x] Deal ID
- [x] Curator
- [x] Fee type
- [x] Your net CPM

Recap

Compare your net, not the bid.

1 Bid

2 Fees

3 Your net

NEXT · EP 5

SPO from the buyer's side: why DSPs cut your SSPs

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

Adtech lessons · S4 · Ep 5

Why DSPs cut your SSPs.

Supply path optimization, seen from the buyer's chair.

Swipe →

RediAds blog.rediads.com/learn

SSPS PER TYPICAL PUBLISHER

25+

One industry analysis: the typical publisher uses over 25 SSPs.

Jounce Media via AdExchanger, 2026

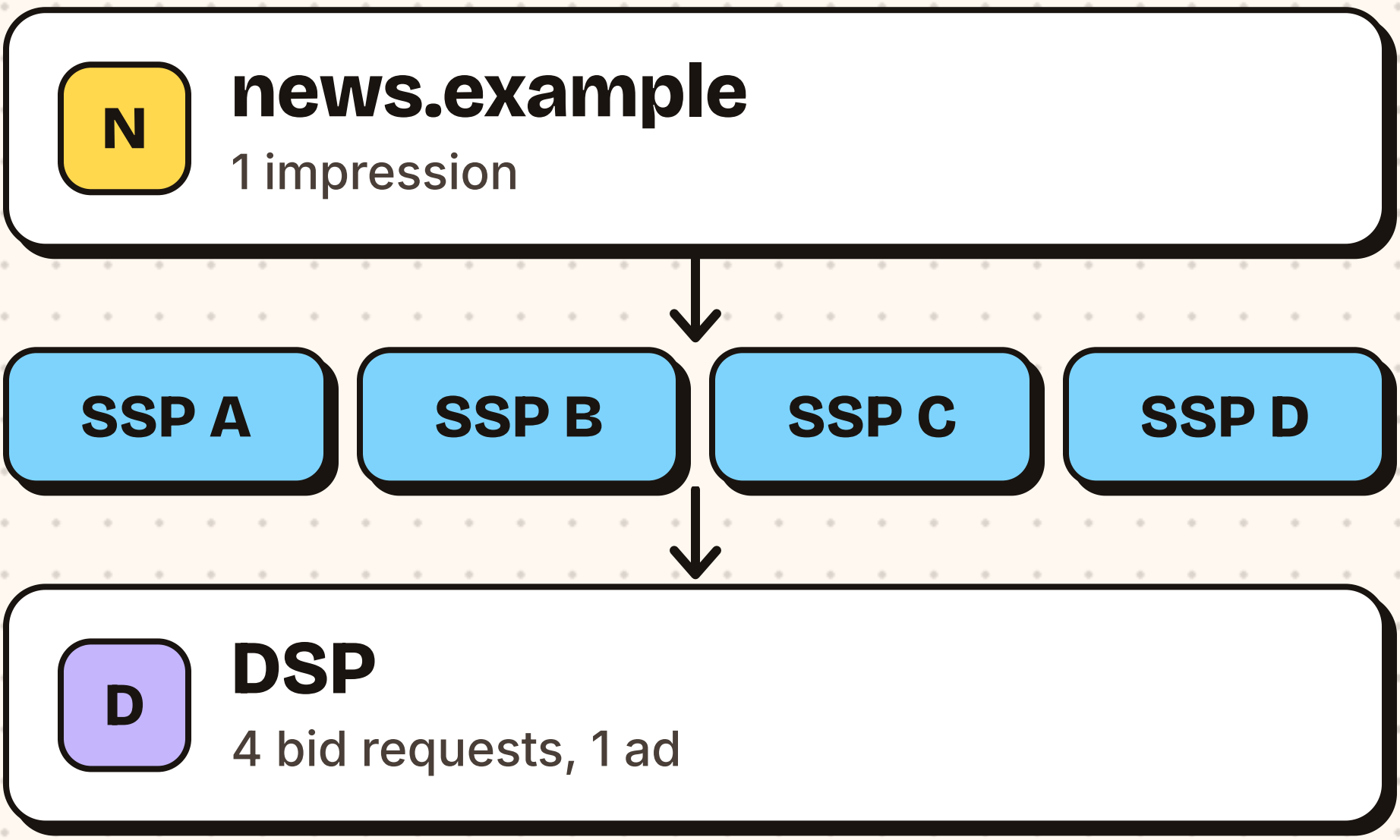
The term

SPO

Supply path optimization: a buyer keeping only its **best routes** to you.

Step 1 · Duplicates

One impression, four SSPs. The buyer can win once, and may bid against itself.



Step 2 · Score each path

DIRECT? Publisher? Complete schain? How big is the fee?

	ADS.TXT	SELLERS.JSON	SCHAIN	FEE
A	DIRECT	PUBLISHER	COMPLETE	LOW
B	DIRECT	PUBLISHER	COMPLETE	LOW
C	RESELLER	INTERMEDIARY	3 HOPS	HIGH
D	RESELLER	INTERMEDIARY	INCOMPLETE	HIGH

Step 3 · Prune

Keep A, B. Drop C, D.



If a buyer reached you only through C, that spend **shrinks**.

Your check today

For each SSP: does your DIRECT line match a PUBLISHER entry in its sellers.json?

```
news.example/ads.txt
ssp-a.example, 1234, DIRECT
```

```
ssp-a.example/sellers.json
"seller_id": "1234",
"seller_type": "PUBLISHER"
```

Recap

Buyers prune paths. Be the direct one.

1 Duplicates

2 Score

3 Prune

NEXT · EP 6

ads.txt hygiene: OWNERDOMAIN and MANAGERDOMAIN

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

Adtech lessons · S4 · Ep 6

Says DIRECT. Reads as reseller.

ads.txt hygiene: OWNERDOMAIN and MANAGERDOMAIN.

Swipe →

RediAds blog.rediads.com/learn

news.example/ads.txt

```
ssp-a.example, 1234, DIRECT
```

RESELLER?

Your ads.txt says DIRECT. Buyers may still read reseller.

The term

OWNERDOMAIN

An ads.txt line naming the company that **owns the site**.

Step 1 · The setup

Northwind Media owns news.example. Your SSP lists you at northwind.example.

N **Northwind Media**
Owner

↓

s **news.example**
The site

```
ssp-a.example/sellers.json
"domain": "northwind.example",
"seller_type": "PUBLISHER"
```

Step 2 · The mismatch

No OWNERDOMAIN line? The spec says: assume the owner is the site itself.



IAB guidance: no match with owner or manager → **reseller**.

Step 3 · The fix

One line.

news.example/ads.txt

```
OWNERDOMAIN=northwind.example
ssp-a.example, 1234, DIRECT
```

OWNERDOMAIN
northwind.example

=

SELLERS.JSON
northwind.example

Step 4 · MANAGERDOMAIN

Only for a primary or **exclusive** seller, with its country code.

```
MANAGERDOMAIN=saleshouse.example, DE
```

Exclusive seller · Germany

Not a list of your SSPs:

~~ssp_a, ssp_b, ssp_c~~

Your check today

Open your ads.txt.

- [x] OWNERDOMAIN is present
- [x] It matches your sellers.json domain
- [x] MANAGERDOMAIN only for an exclusive seller

Recap

One line. One owner. One match.

1 Owner

2 Match

3 Manager

NEXT · EP 7

Curated audiences: selling your own first-party data signals

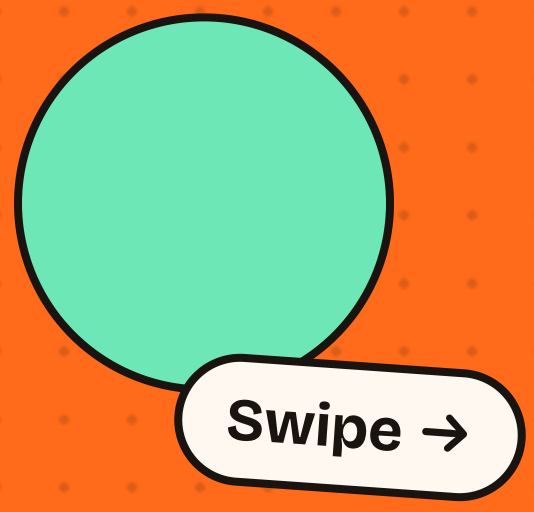
Watch the 60-second video at
blog.rediads.com/learn

RediAds Follow for Ep 7

Adtech lessons · S4 · Ep 7

Your readers, as a label. No cookie.

Curated Audiences: sell your first-party signals without user IDs.



RECIPES.EXAMPLE · ONE VISITOR



No cookie can tell a buyer that.

You know it. Here's how to sell it, in four steps.

The term

Curated Audiences

An IAB standard for sending your own segments, without user IDs.

Formerly Seller Defined Audiences (SDA). Works across browsers and apps.

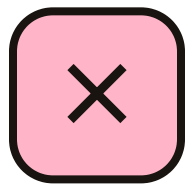
Step 1 · Observe

You see what a visitor reads. You don't send a user ID.

R

recipes.example

6 baking reads this week



~~UserID~~

Never leaves your site

Step 2 · Label

Map it to a standard label.

IAB AUDIENCE TAXONOMY 1.1

372

Desserts and Baking

Step 3 · Send

In Prebid, the label goes in user data, with your domain as the source.

```
ortb2: { user: { data: [{
  name: "recipes.example",
  ext: { segtax: 4 },
  segment: [{ id: "372" }]
}] } }
```

segtax 4 = IAB Audience Taxonomy 1.1

Step 4 · Sell

Same label, every bidder.

SSP A · 372

SSP B · 372

SSP C · 372

A buyer looking for bakers can bid on it, or buy it in a deal.

CAUTION · SOME REGIONS NEED CONSENT TO SEND USER DATA

Your check today

List 3 things your site knows.

1. Topic → taxonomy ID
2. Recency → taxonomy ID
3. Depth → taxonomy ID



Recap

Your data, no user ID:

1 Observe

2 Label

3 Send

4 Sell

NEXT · EP 8

The IAB Deals API (2026): ending deal-sync chaos

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

Adtech lessons · S4 · Ep 8

3 emails. 1 typo. No deal.

The IAB Deals API (2026) swaps deal emails for one standard record.

Swipe →

THREE DSPS · ONE DEAL



One typo breaks the deal.

Today: set it up in your SSP, email each buyer, and they retype it.

The term

Deals API

An IAB standard for sending **deal terms** between platforms.

Version 1.0 was finalized in **February 2026**.

Step 1 · Push

Your SSP pushes one standard deal record to each DSP.

```
{ "id": "NEWS-042",
  "name": "News homepage, travel",
  "terms": {
    "startdate": "2026-12-01",
    "countries": ["USA"],
    "dealfloor": 6.00,
    "pricetype": 3, "guar": 0 } }
```

Step 2 · Curation

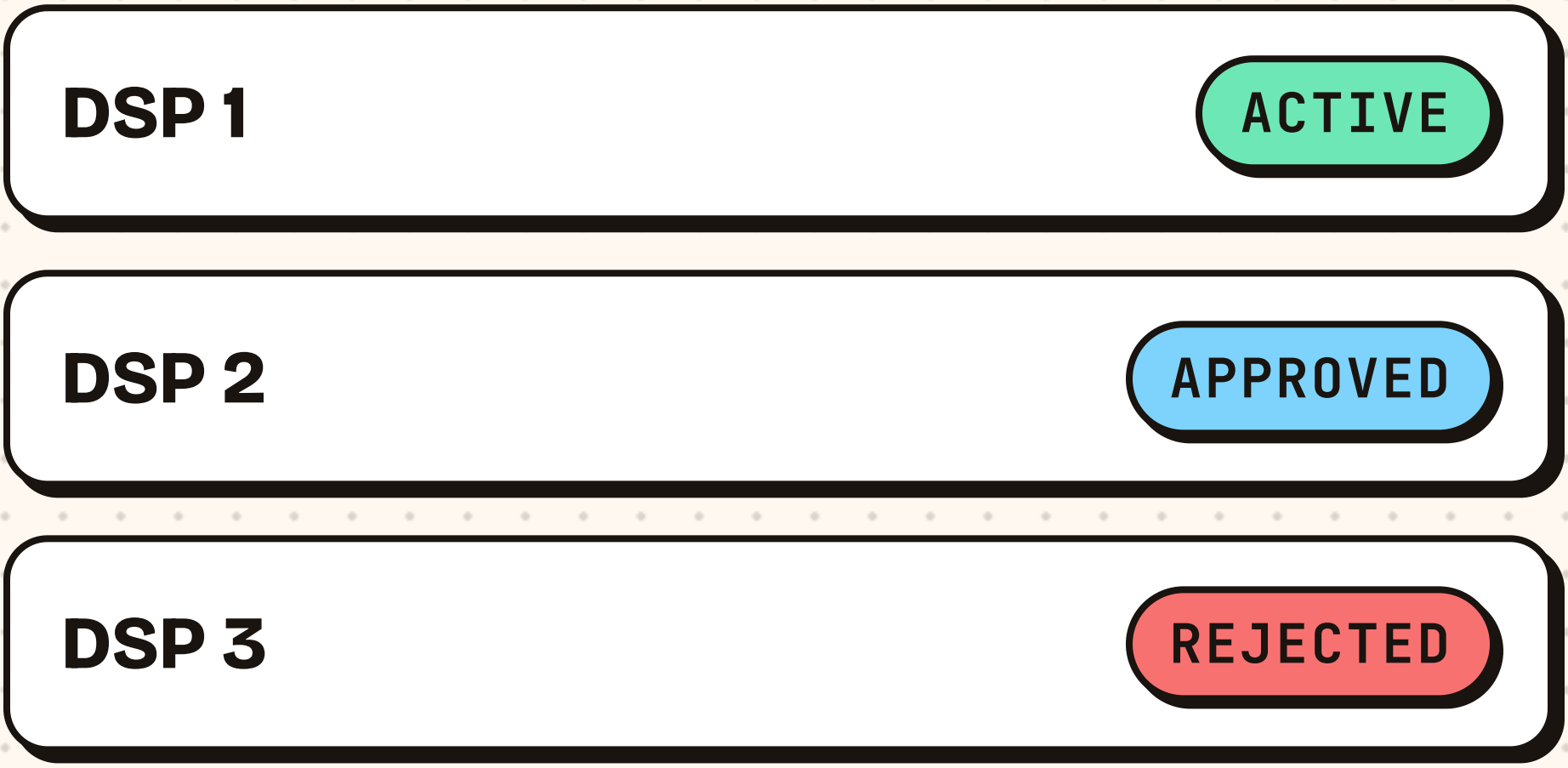
Curated deals name the curator.

```
"curation": {
  "curator": "curator.example",
  "curfeetype": 1 }
```

The fee type is sent (1 = % of spend). **The fee amount is not.**

Step 3 · Status

Your SSP can ask each DSP **where the deal stands**.



Also: pending, before the buyer decides.

What v1.0 doesn't do

It is push only.

Outside OpenRTB

No negotiation

No discovery

Buyers still check bid requests against the deal terms. Next version: v1.1, with deal updates.

Your check today

Ask your SSP three questions.

- [x] Do you support the Deals API?
- [x] Can I see each buyer's status?
- [x] Is the curation fee type shown?

Recap · Season 4 done

Deals, without the email:

1 Push

2 Curation

3 Status

4 Limits

NEXT · SEASON 5

Privacy and identity

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

RediAds Follow for Season 5