

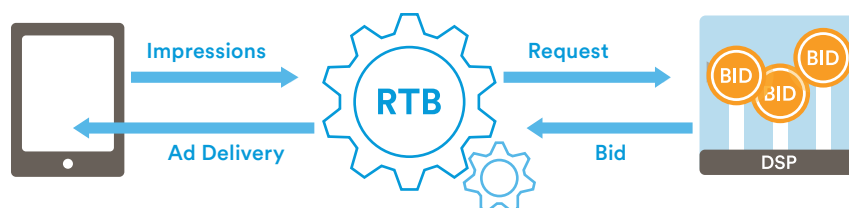
## Fyber Exchange

# Increase your revenues

## What is Real-Time Bidding and what are the advantages of accessing programmatic demand?

Programmatic advertising enables both advertisers and publishers to use automation to buy and sell at scale, calling for larger budgets and higher market efficiency.

Through Real-Time Bidding (RTB) – a programmatic technology – advertisers can bid on your inventory in real time. They can apply fine-tuned targeting and focus on the inventory most relevant to them, which in turn yields better return-on-investment and higher eCPMs. RTB also allows advertisers to adjust their campaign budgets in real time in response to the performance of their campaigns.



Programmatic demand through RTB gives you instant access to:

- More demand
- Larger budgets
- Higher eCPMs



# Fyber Exchange: Programmatic Demand



**Access programmatic demand** for Rewarded Video and Interstitials from leading Demand-Side Platforms (DSPs). Through the Fyber Exchange, you'll have access to branded and performance campaigns via RTB.



**Programmatic demand is directly and automatically** served through the Fyber Exchange, with no changes required on your side. Programmatic demand, including mediated demand partners, competes against your other demand sources.



**RTB demand partners bid on your inventory** through the Fyber Exchange in a real time auction. Programmatic demand is taken into account as part of Fyber's optimization algorithm, along with all your other demand sources. We select the highest bid from the auction and pass it to our optimization layer. The highest paying offer amongst all the available bids for an impression, including programmatic demand and mediation, is always the one delivered.

## Programmatic demand from leading DSPs:

