## XD Real-Time Media Buying

## Advertise online in a smarter and more efficient way.

## **Exact Drive**

ExactDrive is a high impact demand-side platform (DSP) providing technology and services to advertisers and agencies. ExactDrive's self-serve advertising platform give clients greater control and better performance with a single point of access for transparent real-time media buying.



## What is real-time bidding (RTB)?

Real-time bidding is a new and dynamic way to buy online media. Through an automated process, media buyers can evaluate, bid on and purchase ad inventory on an impression-by-impression basis. With real-time bidding, media buyers can drive meaningful one-to-one connections to consumers with greater scale and efficiency.









Every time an impression is available, the advertising exchange "asks" us if we'd like to bid on behalf of an advertiser (the "bid request").

You get a variety of information, such as the site the impression is one, the time stamp, information about the user, etc.

You get a variety of information, such as the site the impression is one, the time stamp, information about the user, etc.

You get a variety of information, such as the site the impression is one, the time stamp, information about the user, etc.

10 milliseconds

20 milliseconds

30 milliseconds

40 milliseconds

50 milliseconds

