

REAL-TIME BIDDING

WHAT HAPPENS IN 200 MILLISECONDS?



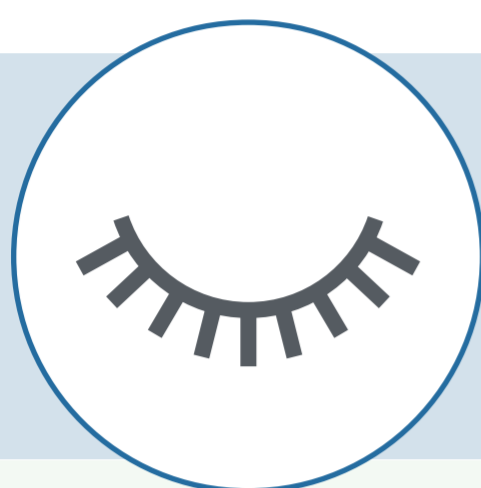
An eye blink takes **300 milliseconds**, one-third of a second.

Pretty fast, huh. Well, the real-time bidding (RTB) ad buy process is even faster.

Try **200 milliseconds**.

Advertisers using RTB to buy online ad impressions through auctions rely on an amazing amount of activity to happen in that 200 milliseconds.

Let's take a look at other actions that happen in under a second.

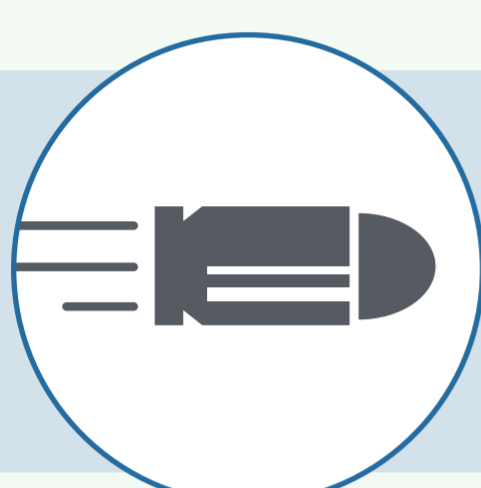


Eye blink (300 milliseconds)



A honey bee flapping its wings 100 times

(500 milliseconds)



A bullet traveling 1400 feet (500 milliseconds)



A major league fastball reaching home plate

(400 milliseconds)



One heart beat (300 milliseconds)



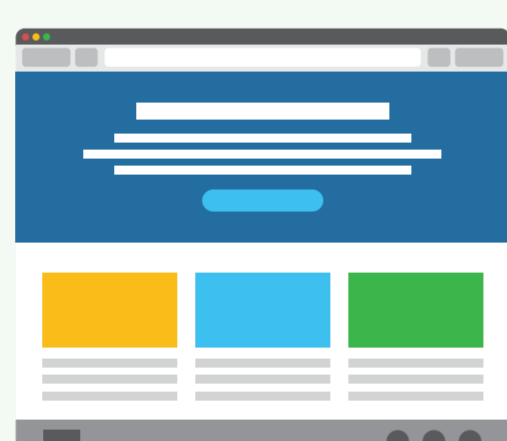
The time it takes Usain Bolt to run 10 meters

(800 milliseconds)

Here's what happens in a 200 millisecond real-time bid:

1

The RTB process starts when a user visits a webpage.



2

This triggers a bid request that includes a user's demographic data, browsing history, location and other information.



3

The publisher sends the bid request to an ad exchange, which submits it to multiple DSPs (advertisers).



6

The impression goes to the highest bidder and their ad is served on the page.



5



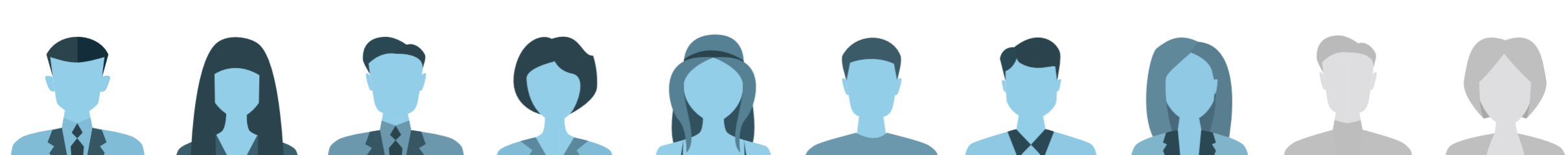
The auction takes place.

4

Advertisers that have a matching ad send their bid response and are entered into the auction.



Smart advertisers are using RTB and programmatic to engage with customers and boost revenue.



"8 out of 10 marketers are accelerating or making programmatic a priority.*"

Nanigans provides marketers with a complete software solution for measuring and optimizing cross-channel programmatic ad spend based on incremental revenue.

*Advertiser Perceptions 2017 Programmatic Intelligence Report

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