



Bid Enrichment for publishers

Deliver better experiences with effective data in programmatic

Programmatic media trading has been a good thing for consumers, advertisers and publishers. Consumers get a more relevant experience and publishers get the ability to turn every ad impression into an auction and by doing so experience better fill rates and higher revenues.

Crucial to this is the ability to apply data to each impression, as is reflected in the widespread adoption of Data Management Platforms (DMP) by both publishers and advertisers. External third-party data is an important component of the data mix, although it is frequently applied inefficiently – with both sides of the auction buying the same data for a fixed fee, regardless of context – and therefore haphazardly.

[Ask us about Ads.txt](#)

Bid Enrichment is a process that we've developed with the BidSwitch ad exchange, one of the largest ad exchanges integrated with all leading SSPs and DSPs (including PubMatic, Rubicon Project, OpenX, Google DFP and DBM, and many more). With Bid Enrichment, we enrich publisher bid requests with Experian data inside the auction itself, allowing select advertisers to bid on the enriched impression in a private marketplace that runs in parallel to the existing auction. In this way, Experian data is only included in the bid process once, at the point of user interaction; and because advertisers are bidding on the combination of media and data, we can apply that data with a dynamically determined price across a wider range of impressions.

[Find out more about Experian data](#)

For **publishers**, the benefits are immediate. By enhancing all their inventory with Experian data at no cost, we increase fill rate and yield (RPM) across all impressions; and we encourage a wider range of advertisers who have standardised on Experian data to buy across their sites. For advertisers the benefits are equally apparent: they are able to access Experian insight across a much larger cross-section of programmatic media, at a much more appropriate price point. And the principle established – including third-party data in the auction process only once, at a dynamically determined and relevant price point – is something that could equally be extended to other third-party services, such as verification.

How to benefit from Experian Bid Enrichment

Experian is committed to transparency and integrity in the programmatic landscape, and as such we are proud to be supporting the ads.txt initiative. We invite all publishers to open their inventory up to Bid Enrichment; all that is required is for you to include Experian in your ads.txt file and talk to your SSP(s).

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