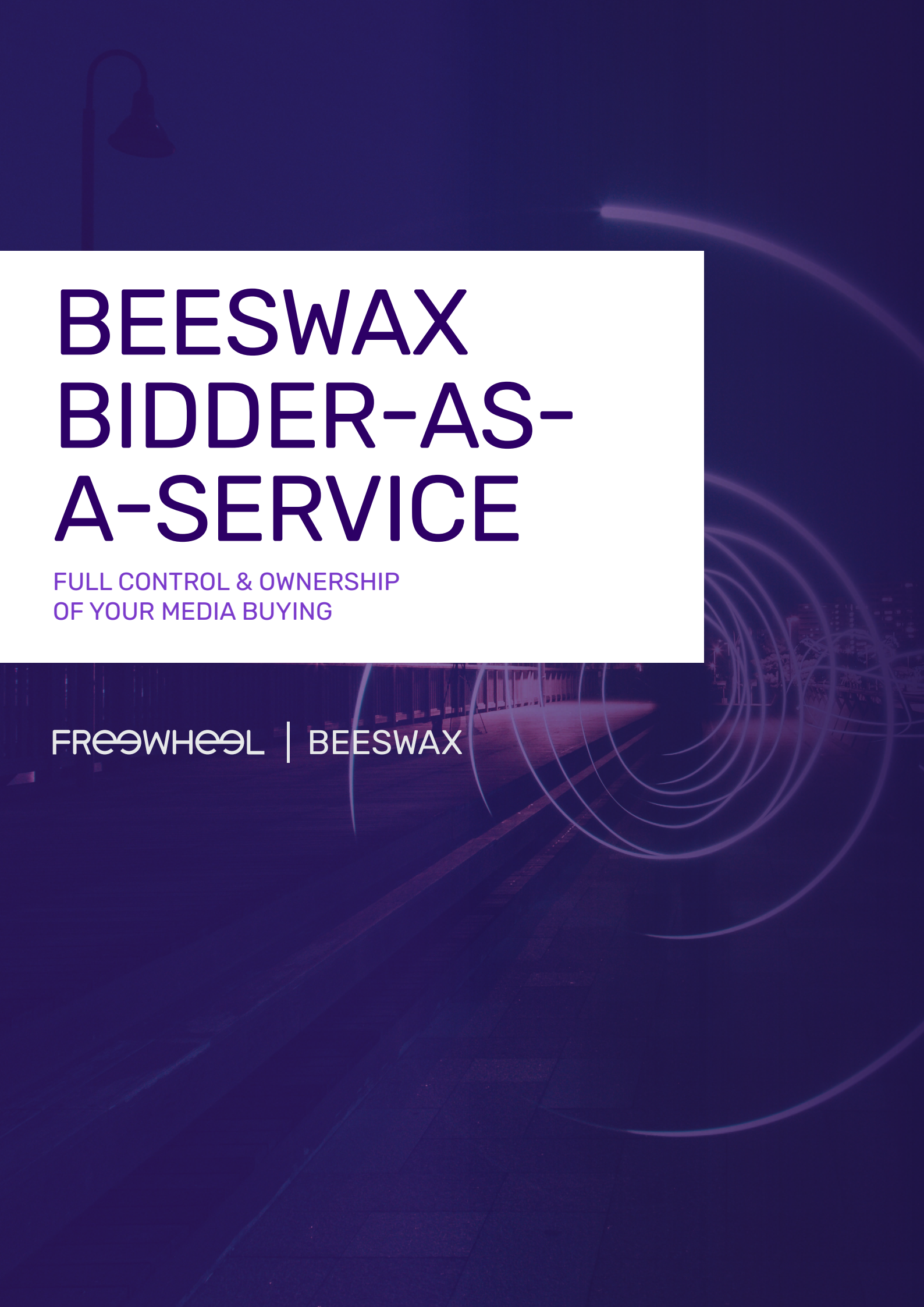
BEESWAX BIDDER-AS-A-SERVICE

FULL CONTROL & OWNERSHIP
OF YOUR MEDIA BUYING



FREEWHEEL | BEESWAX

Who Are We?

Bidder-as-a-Service (BaaS™) is redefining the way we approach programmatic buying with advanced customization capabilities to meet buyers' needs. Its philosophy, infrastructure, and associated benefits set it apart from traditional methods.

BaaS™ was created to address a clear need in the market: to provide total ownership and control over every bid, every impression, and every dollar spent in a completely open, flexible, and transparent environment.

In this eBook, we'll guide you through how you can achieve total ownership and control by using Beeswax's Bidder-as-a-Service. Explore the transformative benefits of the BaaS infrastructure to deploy winning strategies!

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THE CORE PRINCIPLE:

A Single-Tenant Infrastructure

BaaS™



A single-tenant infrastructure
Independent & custom

DSP



A multi-tenant infrastructure
« One-size-fits-all »

BE DIFFERENT WITH BAAS™ PLATFORM

Each BaaS customer functions as an independent DSP, giving you complete ownership. This enables:

1

Full Control

Over the supply you buy. The strategies you want to implement

2

Total Transparency

Gain full access to the largest range of all log-level data, including auction logs

3

Unique Flexibility

Customise the UI, and build your own bidding strategies

Partner & tool agnostic, you can build on top of your BaaS infrastructure

BaaS™ allows customers to determine the auctions that get sent to their bidder, based on their specific need.

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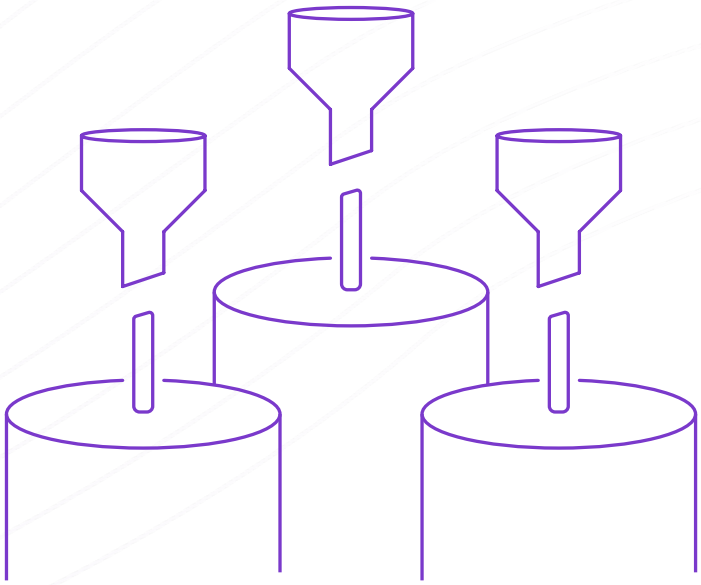
1

Unparalleled Control Over Supply & Data

In a BaaS™ environment, you have full control over your Queries Per Second (QPS). This allows you to define the volume of bid requests available to your bidder, from the supply source to the placement type, but not limited to only this. This unrestricted access maximizes your visibility into what you want to buy ultimately driving down costs.

Therefore, you're naturally equipped for Supply Path Optimization (SPO) to minimize inefficient or cost-ineffective channels and gain clarity on which strategies yield optimal results.



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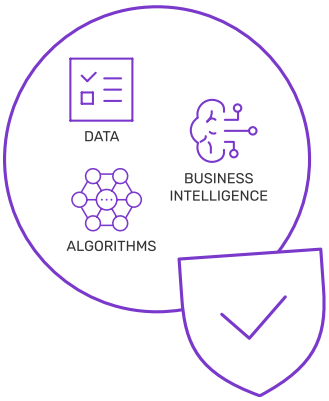
2

Safeguard Your Data

Your data will nourish and train only your performance algorithm and not benefit your competitors.

By safeguarding your bidding instance, Beeswax ensures there's no risk of data leakage, keeping your valuable data securely within your walled garden.

This exclusive access empowers your algorithms, setting you apart from competitors in the market and offering a distinct competitive advantage.



HERE ARE JUST A FEW THINGS YOU CAN DO WITH YOUR DATA ON BEESWAX

1

Create real-time segments for live television or sporting events

2

Scoring users on likelihood of interest in ad content and using it to modify bid prices accordingly

3

Enhance buying with segments built using contextual signals in the bid request

Our team of solutions consultants can help you dig into your data to discover which strategies are right for you and your unique KPIs.

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3

Full Access To Log-Level Data

Gain unparalleled insights with full log-level data. Accessing all the logs related to your media buying will allow you to analyse market dynamics and adjust your strategies and algorithms without constraints.

- AUCTION LOGS
- BID LOGS
- CONVERSION LOGS
- LOST LOGS
- SEGMENT LOGS
- WIN LOGS

WE CAN HELP INGEST THE LOG-LEVEL DATA USING ANTENNA

Beeswax leverages its partnership with Snowflake to seamlessly share and distribute customer log data.

We can send this data directly to your S3 bucket or host these logs via Antenna. We support both hosted and integrated Antenna via Snowflake, ensuring all customers have an accessible method of receiving log data.



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4

Custom Bidding Tools

With the BaaS infrastructure, you can customize and control the algorithms, keeping decisioning 100% safe and solely yours to build your bidding approach and align with your unique performance goals.



Bidding Agent

Uniquely customized algorithms for each client to assess inventories and user data, and estimate bid prices.



Delivery Modifiers

Dynamic spend allocation to optimize inventory selection for your needs.



Bid Models

Multivariate bid price optimization, typically created based on insights from log-level data.



Bid Modifiers

Fast, custom & easy control of your bid price in the UI.

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5

Ready For A Cookieless World

Beeswax offers a range of identity solutions that don't depend on third-party cookies or mobile IDs to work.



Universal Identifiers

Reach your target audience effectively across various platforms and devices



Contextual Solutions

Deliver relevant ads based on content context, ensuring optimal engagement



Pass-Through First-Party Data

Leverage your first-party data securely and effectively to enhance targeting precision



Log-Level Data Non-ID Signals

Utilize alternative signals for optimization



Probabilistic Graphs

Advanced probabilistic modeling to maximize targeting accuracy

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TO SUMMARISE

BEESWAX BIDDER-AS-A-SERVICE

A BUY-SIDE PLATFORM THAT MEETS YOUR UNIQUE NEEDS



Total Control

Data, Supply & Bidding Ownership



Full Transparency

Unlimited Access to All your Data



Highly Customizable

Achieve your Unique Business Goals



Ready For The ID Revolution

First-party IDs, Third-Party

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BaaS™

A CUSTOM DSP WITH ADVANCED OPTIMISATION TOOLS

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