



“Deals without bids” or “Buyer not bidding” is a common reason deals do not transact within the Ad Exchange. This guide will help you better understand what buyers and sellers can do to resolve this issue.

## Background

It is important to understand how deals are normally set up and the roles and responsibilities involved.

### Roles & Responsibilities

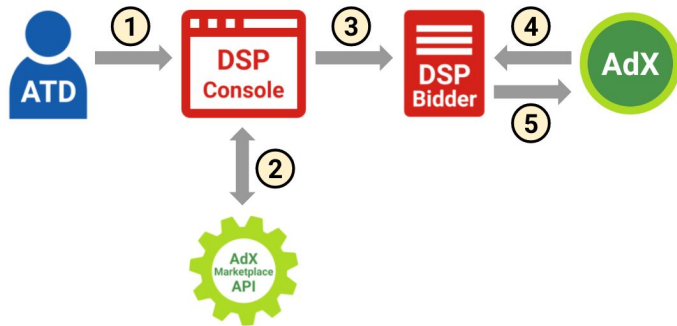
Role	Deal-Related Tasks
<b>Publisher:</b> Owners of inventory	Initiate deals
<b>Bidder:</b> DSP or Ad Network	Execute campaigns by bidding on buyer’s behalf
<b>Buyer:</b> Ad Network, Agency/Trading Desk (ATD), or Advertiser	Discover and accept deals

### Important Deal Elements Affecting Buyers

Element	Visible in AdX UI?
Line item Status (Active / Inactive)	No
Campaign budget	No
Creatives status	Yes, only if pre-submitted
Pretargeting settings (Traffic Control)	Yes
Targeting criteria	No
Deal start and end Date	Yes
# of bid requests received	Yes
# of bid responses sent	Yes
# of bid responses filtered	Yes

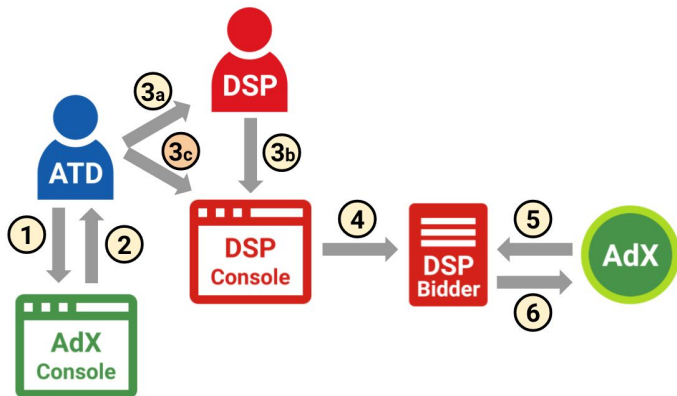
## Common Bidder Workflows

### Scenario A



DSP provides their clients (ATD: agency / trading desks) with a self-service console to discover and accept AdX Deals (1). These DSPs integrate directly with the AdX Marketplace (2) to gather all related data included Deal IDs into their console. The DSP's console then informs their bidder of Deal IDs (3) to identify and bid against on AdX (4, 5).

### Scenario B



DSP allows their clients (ATD: agency / trading desks) to set up deals directly within the AdX console (1) using the clients' own accounts (a.k.a. Child Seats). The AdX console generates Deal IDs (2), which are then manually communicated to the DSP (3a) and configured into the DSP's console (3b). Alternatively, the DSP's client may configure the Deal IDs directly into the DSP's console (3c). The DSP's console then informs their bidder of Deal IDs (4) to identify and bid against on AdX (5, 6).

## Why would a deal have “no bids”?

Reason	Why it happens	How to prevent
Intentionally not bidding on the deal	Buyer has no matched campaign for the deal e.g. no current demand for an Always-On deals, campaign is delayed or cancelled, campaign budget/terms has been changed	Set clear expectations prior to striking deals Establish frequent communications and checkpoints
Campaign trafficking issues or limitations	Campaign, line item, or creative not enabled within the buyer’s system (outside AdX)  Campaign deliver dry is limited by frequency capping, pacing, or other optimization goals  Insufficient budget (e.g. buyer used up budget from other inventory source faster than they expect)	Set clear expectations prior to striking deals  Ensure publisher has enough relevant inventory  Establish frequent communications and checkpoints
Integration issue	Bidder is not aware of the deal / deal ID  Bidder not looking at the Block Override signal in the Bid Request and current campaign bids are being filtered due to publisher blocks	Buy-side parties ensure deal IDs are being passed to the bidder  Bidder updates program to inject block override signal  Publisher enables block override feature
Publisher / Inventory issue	Publisher has not verified its URLs, causing an empty URL field in bid requests  Low inventory volume results in minimal matched users and related campaigns require targeting only to known users  Publisher is blocking related campaign and does not have Block Override enabled	Publisher ensures all URLs are verified by AdX  Publisher allocates enough inventory for the deal and sets the right expectations with buyers  Publisher enables block override

## How to resolve a “Deal with no bids” case

Since AdX has no visibility nor control over campaigns and inventory settings, “Deal with no bids” cases can only be resolved directly by the bidder and buyer, and in some cases by the publishers. Direct communication between the bidder, buyer, and publisher are critical in order to run a deal successfully. Below are some useful guidelines for each party when it comes to resolving these issues.

### Guidelines for Buyers

- If applicable, confirm the Deal ID with your bidder (DSP/Ad Networks)
- Ensure your campaign is up and running
- Ensure you have enough budget for the deal
- Consult the publisher about the inventory - ensure it has enough volume and the inventory matches with your targeting criteria
- Consider relaxing your frequency cap and/or pacing restrictions

### Guidelines for Bidder

- Confirm the Deal ID with your buyer - ensure the Deal ID is in your bidding console
- Ensure the creative is active in your system and is approved to serve in AdX
- Pull sample bid request for the deal from your logs and compare the data with the restrictions in your bidder (e.g. presence of URL, publisher exclusions, ec.)

### Guidelines for Publishers

- Ensure you are sending ad requests and the buyer is receiving bid requests from you through AdX using Deal Check
- Consider turning block override on to remove potential blocks. *Note: some buyers will not bid if their ads are part of the publisher blocks*
- Ensure all of your domains are verified
- Reach out to your buyer contact and confirm the following:
  - they have set up this deal on their side (in their bidder’s UI) and are bidding with the correct deal ID
  - their campaign is active and has enough budget
  - flight dates are correct in the buyer and bidder consoles (outside AdX)
  - their targeting criteria matches with your inventory for this deal

### About DoubleClick Ad Exchange

DoubleClick Ad Exchange (AdX) is a real-time marketplace where ad networks, agency holding companies, and third party technology providers can maximize advertising ROI across the world’s top sites. Programmatically manage campaigns across all screens and formats and drive results for your clients with high-quality, brand-safe media. AdX’s open real-time bidding system enables buyers to use proprietary data and bidding algorithms to define audiences, bids and budgets to take full control over their media spend.

For more information visit: [www.doubleclick.com](http://www.doubleclick.com)

### About DoubleClick Digital Marketing

DoubleClick Digital Marketing (DDM) is an integrated ad technology platform that enables agencies and marketers to more effectively create, manage and grow high-impact digital marketing campaigns. DDM brings together world-class solutions to help buyers run holistic digital marketing programs across multiple channels, and includes DoubleClick Digital Marketing Manager, DoubleClick Search, DoubleClick Bid Manager, DoubleClick Rich Media, DoubleClick Ad Exchange, and Google Analytics. These solutions work together, accessible from a single UI and workflow, which helps buyers run digital marketing programs across multiple channels, efficiently.