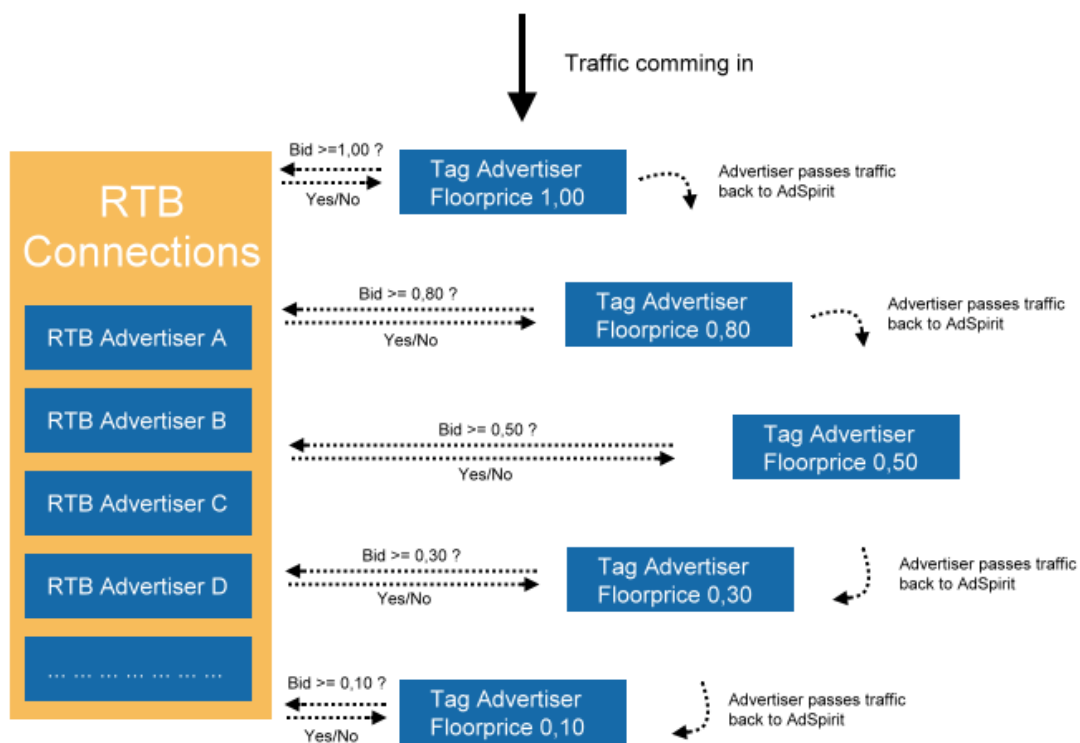




## Selling Traffic via Waterfall-Model

The waterfall model is the best way to monetize remnant traffic. The base logic is to get the traffic to the highest paying advertiser. If this advertiser does not want to take the traffic, he passes it back and AdSpirit will search for the next higher paying advertiser. This continues until an advertiser is found or all advertisers rejected the traffic and a fallback-creative is displayed.



How to read the example graphic above:

All incoming traffic will be offered to all RTB advertisers. If an RTB advertiser responds with a bid of 1,00 USD or higher the traffic will be passed to this advertiser and the waterfall ends here. If no RTB advertiser answers with a bid of 1,00 or higher, then the traffic will be passed to the first tag advertiser. This advertiser will either use the traffic itself (waterfall ends here) or pass it back to AdSpirit.

At the second stage the traffic is again offered to all RTB advertisers. If an RTB advertiser answers with 0,80 USD he will get the traffic (waterfall ends here). Otherwise the traffic is passed to the next tag advertiser with a floor price of 0,80 USD.

This way, the traffic "falls" down from stage to stage until the first RTB advertiser takes the traffic or the first tag advertiser does not pass it back to AdSpirit.

## Best practices: Integration Matrix

	Publisher uses TAG	Publisher uses RTB
Advertiser uses TAG	✔	⚠* <sub>1</sub>
Advertiser uses RTB	✔	✘* <sub>2</sub>

## Best practises: AdSpirit Setup

- Get as many advertisers as possible using RTB instead of tags.
- Get as many publishers as possible using tags instead of RTB.
- If the advertiser can/wants only use a tag:

Set a floor price at the advertiser and add AdSpirit's Backfill-Code as a Default/Passback to the advertiser. This way the advertiser will pass the traffic back to AdSpirit and AdSpirit can use it to pass it to the next advertiser. Using AdSpirit's Backfill-Codes AdSpirit will only count sold impressions to this advertiser (no further manual calculations needed).

- If the publisher can/wants only use RTB:

Make sure all campaigns which use tags are (\*1)

- a) either use all of the traffic send to these tags (no passback/default)
- or
- b) are marked as Backfill-Campaign in campaign settings

(Note: AdSpirit will not buy RTB traffic for campaigns that are marked as backfill-campaign in order to reduce the risk)

- If the publisher can/wants only use RTB:

Ask if it's possible to increase the publishers RTB timeout (ca 300-400ms) in order to allow selling the publishers traffic to RTB advertisers (\*2). Set the corresponding timeout in placement settings and in creative settings in order to allow AdSpirit to decide if the traffic can be sold to RTB advertisers.