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Rubicon Project Opens Up its Guaranteed Private Marketplaces to Third-Party DSPs

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Google's DoubleClick Bid Manager Integrates with Rubicon Project for Programmatic Guaranteed Buying

LOS ANGELES, March 06, 2018 (GLOBE NEWSWIRE) -- Rubicon Project (NYSE:RUBI), the Global Exchange for Advertising, today announced it has opened up its exchange to DSPs for programmatic buying in guaranteed private marketplaces. Google's DoubleClick Bid Manager is the first DSP to integrate with Rubicon Project's exchange for programmatic guaranteed buying. Rubicon Project is the only third party exchange to currently offer programmatic guaranteed buying for all deal types within the DoubleClick Bid Manager Marketplace Interface.

Rubicon Project's exchange offers a forum for high quality buyers around the world to transact in private marketplaces with guaranteed inventory and committed volumes. Rubicon Project is providing integrated partners with detailed signals in the bid stream for guaranteed buying in private marketplaces, ensuring that the hundreds of thousands of buyers utilizing DSPs, like DoubleClick Bid Manager, are provided a highly predictable and repeatable process to be best positioned to win the auction.

Paul Cocks, EMEA Head of Product for Inventory & Programmatic Direct at Google commented, "We are constantly looking to identify the most efficient and effective ways to use the power of real-time and data-driven decisions and we are excited to now combine this with access to reserved publisher inventory with Programmatic Guaranteed. As we bring Programmatic Guaranteed to market we look forward to working with many partners who play an important role in facilitating and expanding opportunities for advertisers and publishers to connect and transact in one simple platform."

"Programmatic guaranteed buying in private marketplaces represents a massive opportunity in our industry, providing DSPs the ability to access premium inventory that is guaranteed by publishers and supplying them with the detailed signals that dictate precisely how they need to behave in the PMP to win," said Tom Kershaw, Chief Technology Officer at Rubicon Project. "Today, most DSPs are still merely exploring the world of guaranteed buys, which is why we are proud to be the only third-party exchange currently offering programmatic guaranteed buying for all deal types in the DoubleClick Bid Manager Marketplace Interface as a result of DoubleClick's integration into our exchange."

Rubicon Project is currently in the process of signing up other major DSPs for guaranteed private marketplace integrations in the near future. Rubicon Project continues to actively invest and innovate in private marketplaces as the company strives to deliver more control, clarity, precision and friction-free solutions to clients around the world.

About Rubicon Project

Founded in 2007, Rubicon Project is one of the world's largest advertising exchanges. The company helps websites and apps thrive by giving them tools and expertise to sell ads easily and safely. In addition, the world's leading agencies and brands rely on Rubicon Project's technology to execute billions of advertising transactions each month. Rubicon Project is an independent, publicly traded company (NYSE:RUBI) headquartered in Los Angeles, California.

Contact

For Rubicon Project
Eric Bonach
310-207-0272
press@rubiconproject.com

Source: The Rubicon Project, Inc.