Real-Time Bidder on Google Cloud Platform Reference Architecture Diagram (Managed Database) Your Application Code running on Google App Engine, Google Compute Engine, and Client Devices Optional components Google Cloud Platform Services Non-GCP components Capabilities Included Campaign Management, Dashboards, and Reporting Clients Regions Task Queues APPOIGNE APPENGING DoubleClick 0 Ad Exchange Data Prosp Servers 0 First Servers Belancers 0 0 March Table 0 US Central MapReduce Prediction Google or Stream API BigQuery **Processing** Q Messaging **Bid Servers** Servers 0 Data Proxy Servers 0 Other Key-Value Store Balancers. Pixel Servers Modeling & Analysis Exchange • 0 US Central Bid Request Flow using the DoubleClick Ad Exchange Bid Request Flow using Google Infrastructure a Third-Party Exchange Pixel Request Flow Google Compute Engine High bandwidth, Consistent, zones allow bidders to low latency high performance leverage other Google Cloud services Messaging global network virtual machines