Bidding and Auction Cost

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Agenda

- Goals
- Background
- Benchmarking and tooling
- Cost targets
- Q&A

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Goals

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Goals

- Discuss our plans around benchmarks and providing tooling for AdTech to perform cost estimation
- Align on metric we plan to use
- Feedback and participation from AdTechs

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Background

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Background

- **Scope**
  - Cost discussions limited to operational cost of Bidding and Auction (B&A).
  - Out of scope: Other costs such as maintenance and personnel
- **Cost factors**
  - See B&A [cost explainer](#) for cost components.
  - Cost depends on several factors, like QPS, latency, over-provisioning etc.
- **Determining cost**
  - See [cost estimation](#) section in the explainer.
  - TLDR: Stand up a representative system, run a cost test, measure actual costs and extrapolate.
- **Key-Value**
  - Similar work being done on the K/V services
  - K/V cost explainer will be published by June 2024
  - Tooling (next slide) will work with both services

Benchmarking and tooling

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Benchmarking and tooling plan

- **Benchmarks**
  - Determine and publish a baseline system including configuration, scripts and other details.
  - Benchmark cost of the published baseline system as a reference
- **Tooling**
  - Plans for publishing a tool that will model/estimate cost of the system.
  - Tool will help extrapolate cost of a provisioned system while running a cost test.
  - Tool can also help approximate cost of a running system without running a cost test.
- **Timelines**
  - EOQ2 '24 Publish the cost tool
  - EOQ2 '24 Publish the baseline system
  - EOQ3 '24 Publish cost for the baseline system

Cost targets

Cost targets

- **Github**
  - https://github.com/WICG/protected-auction-services-discussion/issues/48
  - You are welcome to comment publicly
- **Plan:**
  - Release end-to-end benchmark
  - $/million requests under X latency
    - Standard billing on reference cloud provider
- **Questions for ad tech**
  - Your thoughts about our benchmark design
  - Your thoughts about how we measure cost ($/million requests on a specific cloud provider)
- **Ad tech participation**
  - Grounded cost targets
  - Feedback on tooling / explainers
  - Code / data contributions

Q/A