

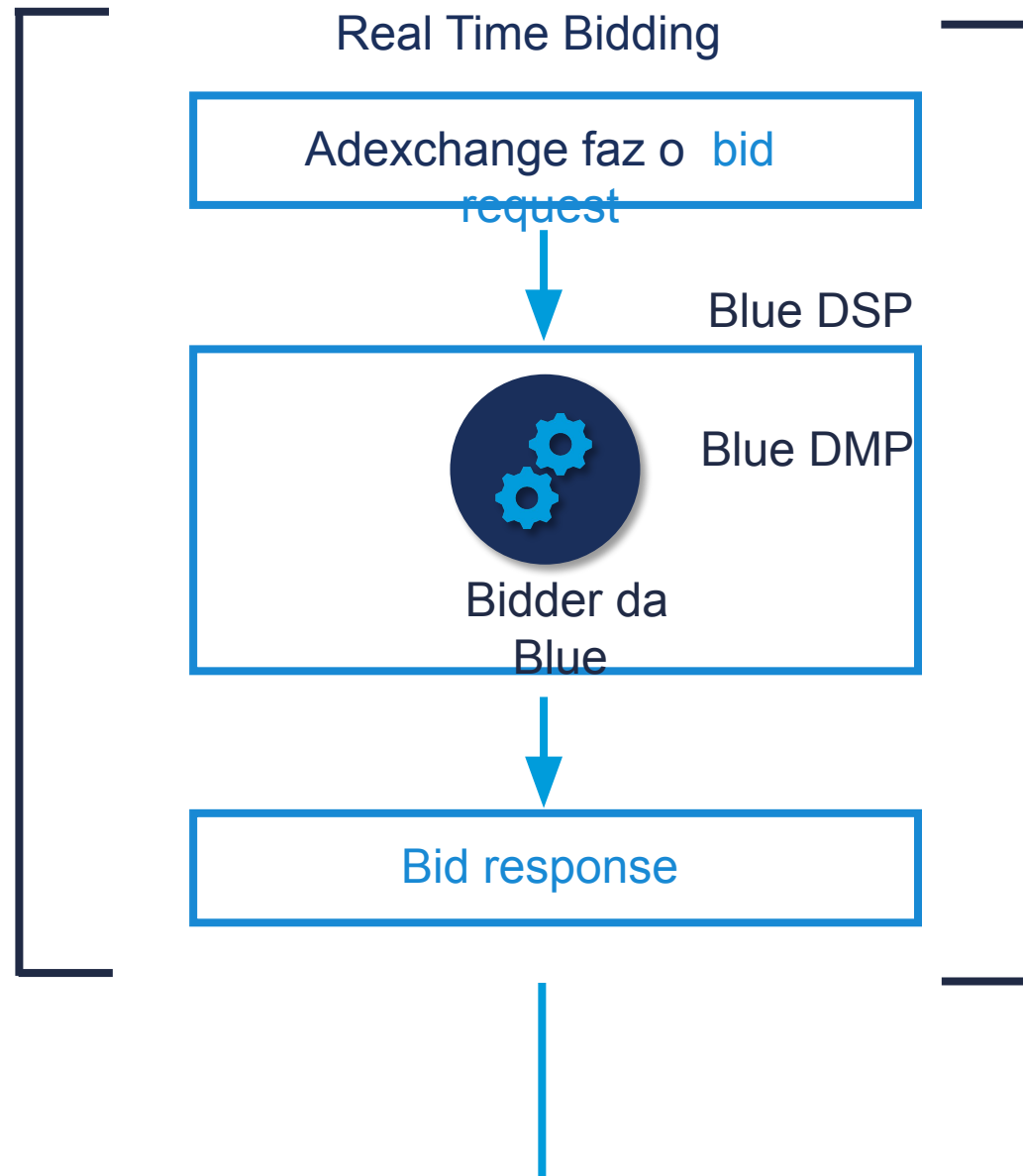


Usuário acessa portais da web.



Leilão

Real Time Bidding



Adexchange faz o bid
request

Blue DSP

Blue DMP

Bidder da
Blue

Bid response