# Online Advertising REAL TIME BIDDING

FinTech Blockchain Beginners



## 01 ABOUT RTB

What is real time bidding?



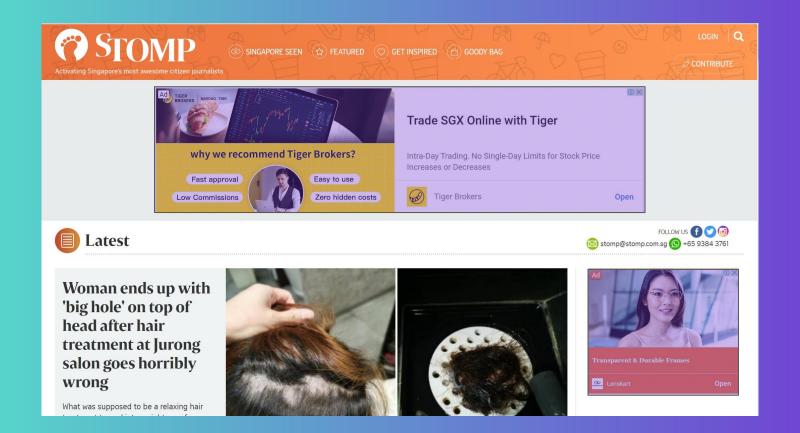
#### **ABOUT RTB**

Real-time bidding (RTB) is a means by which <u>advertising inventory</u> is bought and sold on a per-<u>impression</u> basis, via instantaneous programmatic <u>auction</u>, similar to financial markets. With real-time bidding, advertising buyers bid on an impression and, if the bid is won, the buyer's ad is instantly displayed on the publisher's site. [1]

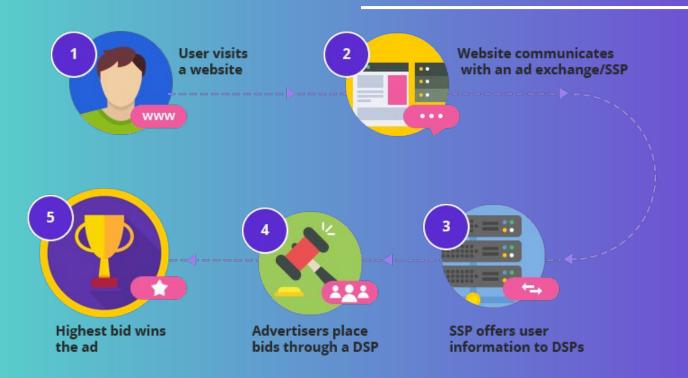
An impression (in the context of <u>online advertising</u>) is when an ad is fetched from its source, and is countable. Whether the ad is clicked is not taken into account. Each time an ad is fetched, it is counted as one impression. [2]

- [1] https://en.wikipedia.org/wiki/Real-time\_bidding
- [2] https://en.wikipedia.org/wiki/Impression\_(online\_media)

#### **ABOUT RTB**



### The RTB Process



#### **How Does RTB Work?**

