

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 advertising inventory is bought and sold on a per-impression basis, via instantaneous programmatic auction, 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 online advertising) 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_\(online_media\)](https://en.wikipedia.org/wiki/Impression_(online_media))

ABOUT RTB

**STOMP**
Activating Singapore's most awesome citizen journalists

SINGAPORE SEEN

FEATURED

GET INSPIRED

GOODY BAG

LOGIN

CONTRIBUTE

Ad

TIGER BROKERS

NASDAQ: TIGR



why we recommend Tiger Brokers?

Fast approval

Low Commissions

Easy to use

Zero hidden costs



Trade SGX Online with Tiger

Intra-Day Trading. No Single-Day Limits for Stock Price Increases or Decreases

 Tiger Brokers

Open

Latest

Woman ends up with 'big hole' on top of head after hair treatment at Jurong salon goes horribly wrong

What was supposed to be a relaxing hair



Ad



Transparent & Durable Frames

 Lenskart

Open

The RTB Process



How Does RTB Work?

The OpenRTB Ecosystem

