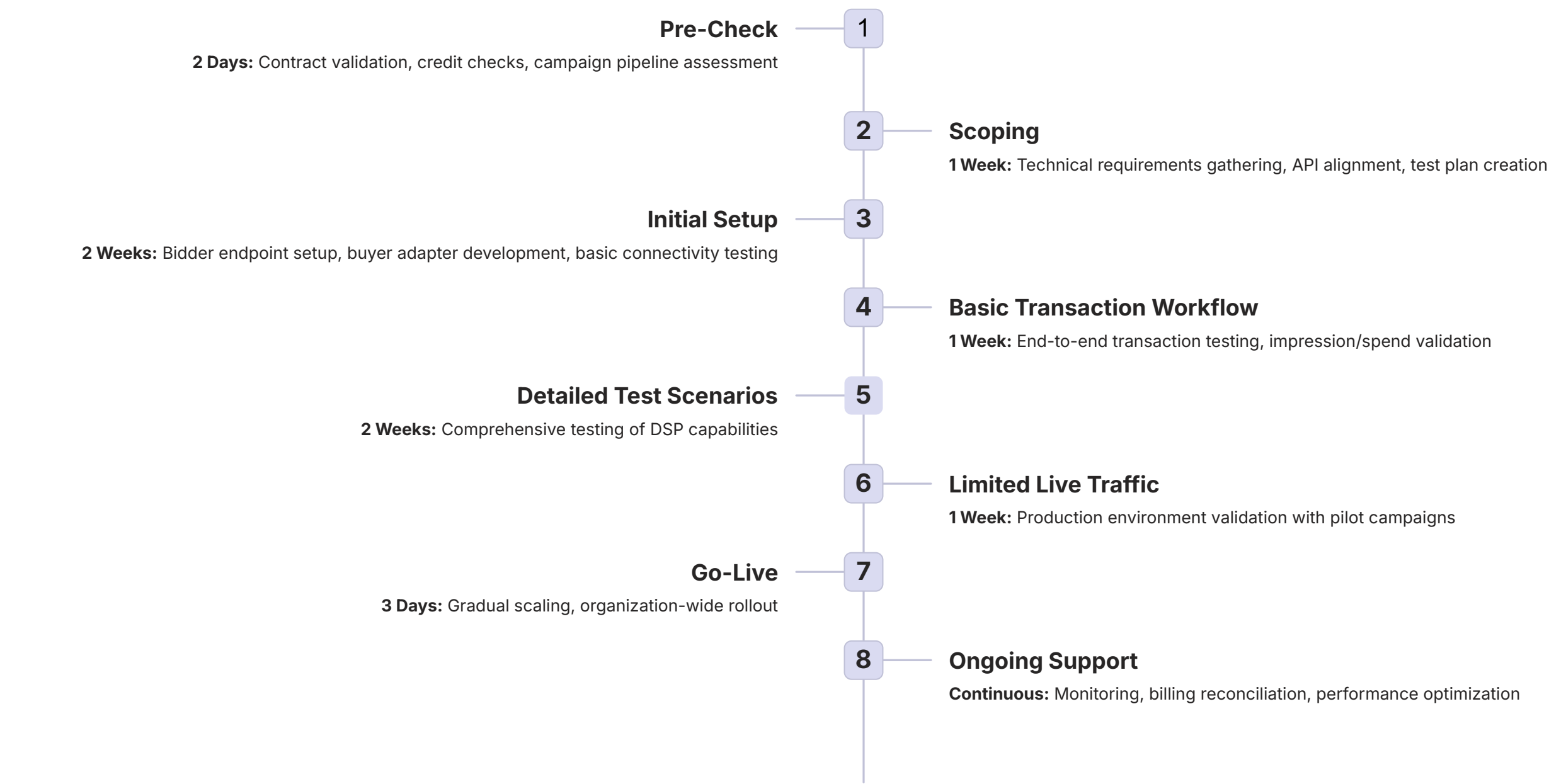


Integration Roadmap

8-stage approach spanning 2 months, from initial validation to ongoing support.



Foundation Phases: Pre-Check to Setup

Detailed breakdown of the initial integration phases that establish technical and business foundations.

Pre-Check (2 Days)

Validate business readiness and establish project foundation

- Verify contracts are signed and credit checks passed
- Assess campaign pipeline and specific launch requirements
- Review contract terms for technical implications and constraints

Scoping (1 Week)

Define technical requirements and create integration plan

- Provision DSP with SSP documentation and set expectations
- Capture detailed technical requirements via integration questionnaire
- Confirm DSP capabilities e.g targeting, deals, and geographic coverage
- Align on additional API integrations beyond basic workflow
- Create comprehensive test plan based on DSP capabilities

Initial Setup (2 Weeks)

Establish technical connectivity and basic functionality

- DSP stands up bidder endpoint in development/staging environment
- Send test traffic and validate basic connectivity
- Build buyer adapter based on scoping requirements
- Test bid response + creative markup against IAB and SSP standards

Basic Transaction Workflow (1 Week)

Validate end-to-end transaction processing

- Send test traffic with deal IDs and open exchange inventory
- Compare impressions and spend, target appr. 5% discrepancy (contract!)

Advanced Phases: Testing to Go-Live

Testing and production deployment phases ensuring smooth rollout and sound connection.

Detailed Test Scenarios (2 Weeks)

Execute comprehensive testing across all integration capabilities

- Enable test traffic for specific scenarios including PG deals, targeting, and geographic restrictions
- Execute comprehensive test plan developed during scoping phase
- Share detailed results with DSP and collaborate on troubleshooting
- Document DSP capabilities and edge cases for future reference

Limited Live Traffic (1 Week)

Validate production environment with controlled real-world testing

- Update DSP bidder configuration to production environment
- Run pilot campaign with low-stakes budget for risk mitigation
- Monitor performance closely with ability to halt traffic if issues arise

Go-Live (3 Days)

Execute controlled production rollout with comprehensive monitoring

- Gradually increase QPS while monitoring performance metrics
- Implement rollback procedures if performance issues arise
- Update organization on integration completion and capabilities
- Distribute DSP activation guides to relevant teams

Ongoing Support (Continuous)

Maintain operational excellence and optimize performance

- Implement daily automated billing reconciliation processes
- Establish endpoint and performance monitoring
- Maintain knowledge sharing and documentation updates
- Execute commercial handoff and relationship building activities

Early Stage Deliverables

Outputs from the initial phases that establish the foundation for a successful integration.

01	02	03
Pre-Check Deliverables <ul style="list-style-type: none">• Signed off paperwork and legal documentation• Campaign pipeline assessment with launch requirements• Credit check validation	Scoping Deliverables <ul style="list-style-type: none">• Sample bid response from DSP for technical validation• Completed integration questionnaire with technical specifications• Technical documentation review from DSP client• List of DSP contacts across all teams• Test plan based on DSP capabilities and requirements	Initial Setup Deliverables <ul style="list-style-type: none">• Connection report with request volumes, HTTP status codes, and response times• Successful test validation showing bid response meets SSP requirements• (Requirements document outlining buyer adapter support needs, if needed)

Advanced Stage Deliverables

Outputs from testing through go-live that verify connection health and enable revenue to flow

04

Basic Transaction Workflow

- Test report showing minimal discrepancy between expected and actual results

07

Go-Live

- DSP activation guides for internal teams
- Screenshots and documentation from DSP for deal and campaign setup processes

05

Detailed Test Scenarios

- Test reports for each scenario (pass/fail, total impressions, spend, bid rate)
- Completed test plan (all required tests pass)
- Updated DSP documentation reflecting tested capabilities

08

Ongoing Support

- Monitoring and alerting systems for DSP endpoints
- Dashboard for DSP-level activity tracking
- Automated exchange of billing data

Internal Stakeholders

Cross-functional teams involved in a successful DSP integration



Legal & Finance

Contract execution, credit checks, billing alignment, and privacy compliance to ensure proper business foundation



Sales/BD

Commercial context, managing client expectations, building relationships, revenue forecasting



Product & Engineering

Prioritising roadmap and allocating resources, technical implementation (e.g. buyer adapter), escalation point for system failures



AdOps

Campaign setup, trafficking, performance monitoring and post-launch troubleshooting



Partnerships

Publisher coordination and inventory management to ensure access to quality supply, developing strategic + commercial ties with DSP



Knowledge Management

Maintaining documentation and creating training materials for wider org



Customer Success/AM

Post-launch support and optimization to drive client success, using integration to grow accounts



Data Team

Setting up and maintaining data feeds



Marketing

Press release coordination, website updates, and newsletter communications

External Stakeholders

DSP partners and third-party providers that can be closely involved in the integration process.

DSP Partners

Technical (Eng, SE, AdOps) & Product Teams

Configuring infrastructure, testing, troubleshooting, and roadmap management

Commercial Teams

Providing business input for integration and driving monetization

Marketing Teams

Joint press releases and DSP partner documentation development

Ecosystem Partners

Publisher Partners

Deal setup, inventory access for pilot campaigns, and sales relationship coordination

Third Parties

Data partners like LiveRamp and creative specialists for enhanced capabilities

Essential Tools & Technologies

Tool for communication, testing, monitoring, and development



Communication & Project Management

Slack channels - Real-time troubleshooting and team coordination

JIRA - Task tracking and project management

Confluence - Documentation and knowledge sharing



Testing & Validation

Postman - API automation and testing

Bid response validator - JSON parsing and validation

VAST validator - Creative compliance checking

Traffic simulator - For end-to-end testing scenarios



Monitoring & Analytics

Datadog/Prometheus + Grafana - Real-time performance monitoring

Looker/Tableau - Business intelligence and reporting

Custom SQL queries - Ad-hoc analysis for troubleshooting



Integration Workflow Tools

GitHub/VSCode - Configuration management and version control

TestRail/GSheets - Planning, tracking, and storing test results and documentation

High-Impact Risk Management

Critical risks that could significantly impact business operations and revenue.

Billing Discrepancies

Risk: Significant financial losses when publishers expect full payment but DSP undercounts spend

Mitigation: Confirm source of truth, implement automated daily reconciliation, require minimal spend discrepancies during testing phase

SSP Infrastructure Impact

Risk: DSP returning excessive bids or misconfigured requests can degrade SSP platform performance, affecting all clients

Mitigation: Gradual QPS scaling with real-time monitoring, teams on standby for immediate rollback procedures

DSP Endpoint Overwhelm

Risk: Scaling too quickly can crash DSP bidder, impacting their campaigns across all SSPs

Mitigation: Controlled traffic increase with DSP performance monitoring and communication

Medium-Impact Risk Management

Operational risks that could delay timelines or impact campaign performance, requiring proactive management.

Engineering/Data Resource Delays

Risk: Code changes compete with other priorities, pushing back timeline significantly

Mitigation: Early with Eng/Data early on, clear communication of the business impact of the integration to help prioritizing

Testing Scope Gaps

Risk: Missing test cases can cause activation issues with high-value campaigns

Mitigation: Comprehensive scoping phase and detailed test plans based on DSP capabilities assessment

Contract/Legal Delays

Risk: Incomplete paperwork prevents go-live, impacting revenue pipeline and client expectations

Mitigation: Front-load contract validation and credit checks in pre-check phase

Commercial Handoff Gaps

Risk: Live integration with no clear account plan or commercial relationships prevents revenue generation

Mitigation: Establish clear commercial handoff process with AM, P'ships, and BD teams

Lower-Impact Risk Management

Operational challenges that may extend timelines or create inefficiencies, but have manageable business impact.

Technical Discovery Issues

Risk: Unexpected technical requirements can extend the integration timeline beyond the 2-month target

Mitigation: Detailed integration questionnaire and technical validation during scoping phase, separating must-haves from nice-to-haves

Knowledge Gaps

Risk: Integration is live but capabilities are not fully documented, leaving teams unsure how to push deals or advise on setup/activation

Mitigation: Robust documentation process, creating training, organizing trainings for support teams

Personal Experience

Some learning from previous DSP integrations.

Monitoring

Monitoring is key for spotting issues early and fixing them. Requires actionable messaging, training, and documentation. Splitting DSP into tiers works well to cut down noise.

Commercial Context

Integration approach should align with commercial strategy. E.g. self-service SMB buyers have different needs and expectations compared to large HoldCo clients. Educating clients on programmatic can be challenging but essential for success.

Documentation

Documenting pitfalls and edge cases can improve future integrations and empower internal teams. Sharing a checklist with DSPs with common issues helped speed up integrations

Getting the most out of it

Rolling additional API integrations into the main integration phase works better than bolt-on approaches later. DSPs are more engaged and have dedicated resources during integration, making it the best time to onboard them.

Collaborative teamwork

For example asking for help early when running into difficult bugs or discrepancies - team members may have encountered similar issues before or have the right tools/metrics at hand to investigate more..

Automation Opportunities

Many tasks repeat across integrations, creating opportunities for templating and automation. Standardizing setup processes, deal creation, traffic management, and reconciliation with DSPs help reduce manual errors and free up time for higher-value tasks

DSP Integration

Appendix Slides

Technical workflow and risk management framework for individual stages of DSP integration

Pre-Check Phase

 Duration: 2 Days

Process Overview

- Check contracts signed and credit checks passed
- Check with Sales on campaign pipeline and specific needs (targeting, cross-device retargeting)
- Review contract terms for technical implications (timeouts, discrepancy thresholds, source of truth)

Key Deliverables

- Signed off paperwork
- Campaign pipeline assessment with launch requirements

Critical Risk

Missing business context that affects integration scope

Mitigation Strategy

Understand campaign context and contract implications upfront

Key Stakeholders: Legal, Finance, Sales | DSP
business/legal contacts

Scoping Phase: Requirements & Planning



Duration: 1 Week

01

Documentation & Expectations

Provision DSP with SSP documentation and set expectations

02

Technical Requirements

Capture technical requirements via integration questionnaire (openRTB version, VAST schemas, authentication)

03

Capability Assessment

Confirm DSP capabilities (targeting types, deal types, geos)

04

Resource Planning

Assess internal resource availability (Eng/Data capacity)

05

API Integration Alignment





Align on additional API integrations: Deal sync, Forecasting/Inventory, Creative Management

Key Risk: Limited internal/external resources or missing scope requirements

Mitigation: Secure Eng/Data commitments; prioritize based on campaign pipeline

Scoping Phase: Deliverables & Stakeholders

Key Deliverables

-  Sample bid response from DSP
-  Completed integration questionnaire
-  DSP technical documentation and contact list
-  Test plan based on DSP capabilities

Stakeholder Matrix

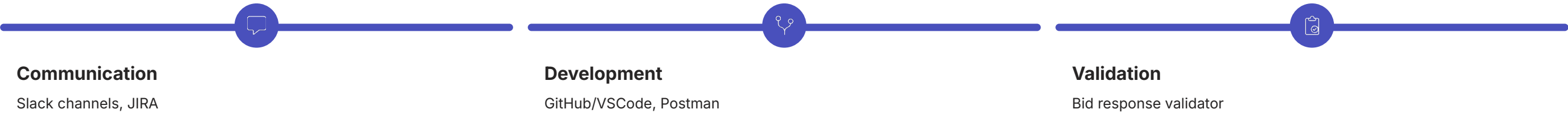
Internal Teams <ul style="list-style-type: none">• SE• Knowledge Management• Product/Eng• Business Development	
External Partners <ul style="list-style-type: none">• DSP Product/Eng• SE• Commercial	

Initial Setup Phase



Duration: 2 Weeks

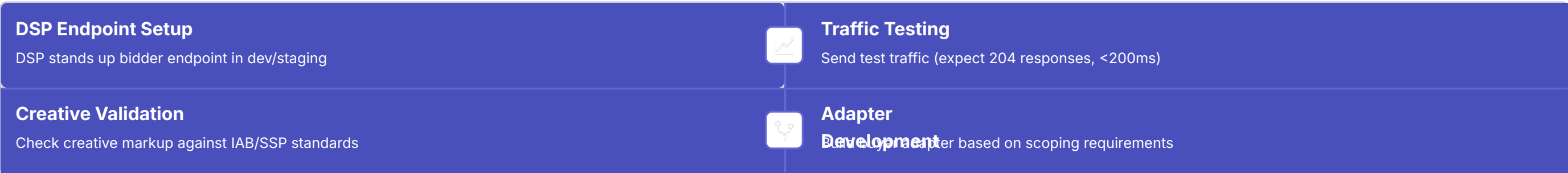
Essential Tools



Key Deliverables

- Performance report (requests, status codes, response times)
- Validated bid response test
- Buyer adapter requirements doc

Phase Steps



Key Risk: Unconfirmed authentication/IP requirements or lack of engineering commitment for adapter development.

Mitigation: Confirm auth/IP requirements during scoping; secure engineering commitments early to avoid delays.

Basic Transaction Workflow

✓ Duration: 1 Week

1

Test Traffic

Send test traffic with deal IDs and open exchange

2

Performance Analysis

Compare impressions and spend (~5% allowable discrepancy)

Deliverables

Test report showing minimal discrepancy and impression targets hit

Tools

- Traffic simulator
- Looker/Tableau for delivery data

Primary Stakeholders: SE, technical teams

Risk Management

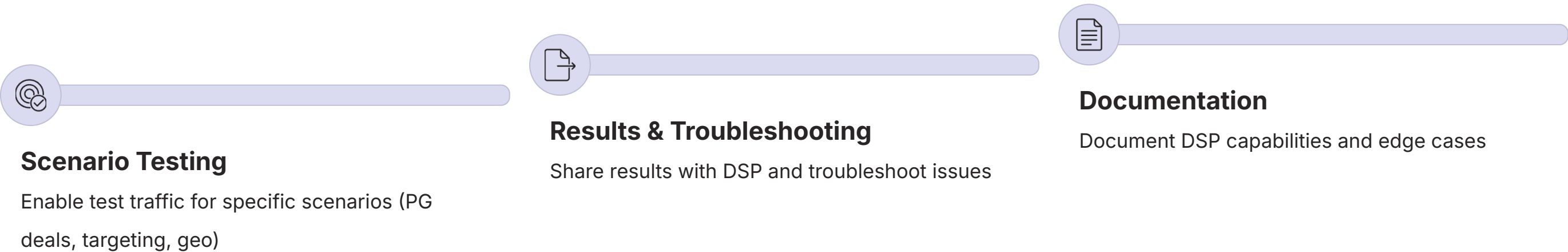
Proactive communication on delays; involve other SE/Eng if discrepancies persist

Detailed Test Scenarios



Duration: 2 Weeks

Process Framework

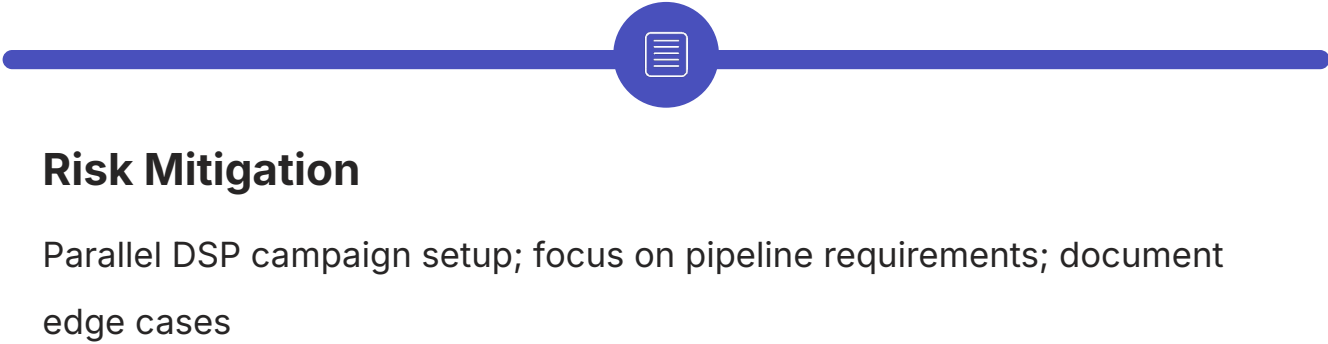


Key Deliverables

- Test reports for each scenario (pass/fail, impressions, spend, bid rate)
- Completed test plan and updated DSP documentation

Tools

Confluence, JIRA, TestRail/GDrive



Limited Live Traffic & Go-Live

Limited Live Traffic

✓ Duration: 1 Week

- Update DSP to production environment
- Run pilot campaign with low-stakes budget and close monitoring

Go-Live

✓ Duration: 3 Days

- Gradually increase QPS with performance monitoring
- Update organization and distribute activation guides

Essential Monitoring Tools

Datadog/Grafana for observability



Budget Safety

Use small budget, PSA creatives for initial testing



Performance Monitoring

Monitor endpoint response times with immediate rollback capability



Smart throttling

Implement automatic throttling if performance degrades

Ongoing Support & Risk Management

Monitoring & Operations

01

Automated Reconciliation

Daily automated billing reconciliation (7-day lookback)

02

Performance Dashboards

Comprehensive endpoint monitoring and performance dashboards

03

Knowledge Management

Knowledge sharing and documentation maintenance

04

Commercial Handoff

Commercial handoff and relationship building

Critical Risk Areas

Billing Discrepancies

Publisher expects full payment, DSP undercounts

Technical Blind Spots

Not captured in current alerting

Alert Management

Alert noise vs. actionable metrics

Support Process

No clear technical support process post-launch

Commercial Gap

Missing commercial handoff (live integration, no revenue plan)

Mitigation Strategy

Automated Systems

Automated reconciliation with clear escalation paths

Actionable Alerts

Actionable alerts with troubleshooting steps and clear responsibilities

Tiered Support

DSP tier system for issue prioritization

Commercial Coordination

Coordinated commercial team handoff for account planning

Key Stakeholders: SE, AdOps, Eng | DSP AdOps, technical teams