

Chocolate Premium Makes Every Bid Request Unique & Valuable With **Bid Enrichment**

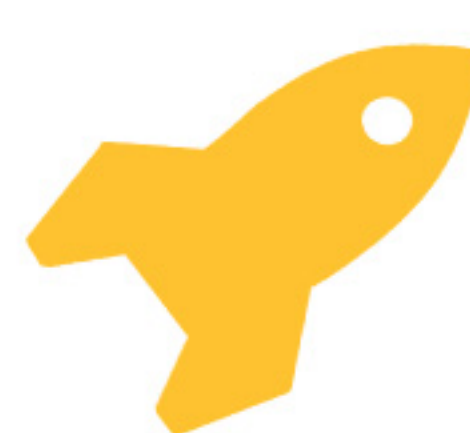
What Is Bid Enrichment?

With the goal of bringing valuable data for programmatic buyers, 100% of bid requests on Chocolate Premium comes with intelligent data signals like estimated viewability score, estimated video completion rate, minimum bid to win metric and highly accurate geo data allowing buyers to make informed decisions in real-time. These data signals are added in the bid request as Objects and are supported in OpenRTB 2.5. Enriched bids bring valuable user engagement & behavioral data that assists programmatic buyers in bidding efficiently and improving the overall performance

How Does It Benefit Programmatic Buyers?



Better User Targeting



Improved Ad Performance



Increased Efficiency

How Does it Work?



Estimated Viewability Score

This is an estimate of the likelihood that an ad slot will be viewable by the end user based on historical and environment data. It is expressed as a fraction from 0.00 to 1.00 in the OpenRTB metric. The default value -1 indicates that viewability could not be estimated.

```
RTB Request Object | OpenRTB 2.5
"metric": [
{
  "type": "viewability",
  "value": 0.89,
  "vendor": "EXCHANGE"
},
```

Chocolate Premium Avg. Viewability Rate:
86%*

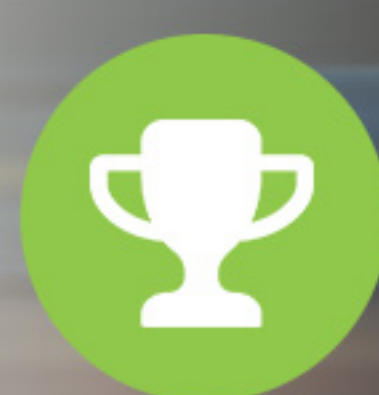


Estimated Video Completion Rate

Historical completion rate for video ads served in the ad slot. This is expressed as a fraction in the range [0.0, 1.0]. The default value of -1.0 indicates that historical completion rate data is not available.

```
RTB Request Object | OpenRTB 2.5
"metric": [
{
  "type": "video_completion_rate",
  "value": 0.9500000000000001,
  "vendor": "EXCHANGE"
},
```

Chocolate Premium Avg. Video Completion Rate:
81%*



Minimum Bid To Win Metric | Auction Feedback

The minimum bid value necessary to have won the auction, in micros of your account currency. If your bid won the auction, this is the second highest bid that was not filtered (including the floor price). If your bid did not win the auction, this is the winning candidate's bid. This field will only be populated if your bid participated in a first-price auction, and will not be populated if your bid was filtered prior to the auction.

```
"bid_feedback":[
{
  "request_id":"AH92DxWJDdsNwOosTaVSLA",
  "creative_status_code":3,
  "event_notification_token":{"
    "payload":""
  },
  "minimum_bid_to_win":8.49,
  "bid_response_status_code":1
}
]
```



Highly Accurate Geo Data

Geo object when subordinate to a Device object, it indicates the location of the device which can also be interpreted as the user's current location. Every bid request contains in-depth geo data to help programmatic buyers target their brand campaigns with higher precision and effectiveness.

```
"device":{
  "ua":"Mozilla/5.0 (iPhone; CPU iPhone OS
12_2 like Mac OS X) AppleWebKit/605.1.15
(KHTML, like Gecko) Mobile/15E148",
  "geo":{
    "lat":38.91176223754883,
    "lon":-77.55043029785156,
    "type":2,
    "ipservice":3,
    "country":"USA",
    "region":"VA",
    "metro":"511",
    "city":"Fairfax",
    "zip":"20105",
    "utcoffset":-240
  },
}
```



Extensive Bid Request Objects To Help Programmatic Buyers Bid Intelligently

Samples:

"minduration":5,	"dnt":0,	"ifa":"923ffd85-b486-4693-8d5c-7043cee54d98",
"maxduration":180,	"ip":"108.31.61.0",	"skippability":1,
"startdelay":0,	"devicetype":4,	"incentivized":1,
"linearity":1,	"make":"apple",	"clickability":1,
"skip":1,	"model":"iphone",	"instream":1
"sequence":1,	"os":"iOS",	
"maxextended":1,	"osv":"12.2",	
"minbitrate":200,	"pxratio":3,	
"maxbitrate":4500,	"js":0,	
"boxingallowed":1,	"carrier":"Verizon Fios",	