Example OpenRTB bid request 1.


```
{com.google.doubleclick.imp} {
  bidfloor: 0.61
  bidfloorcur: "USD"
  secure: true
}
{com.google.doubleclick.device} {
  user { 
    id: "GOOGLE_USER_ID"
    buyeruid: "HOSTED.Match.USER_DATA"
    customdata: "HOSTED.Match.USER_DATA"
  }
  mobile: true
  ua: "Mozilla/5.0 (Linux; Android 4.4.4; SM-T560 Build/KTU84P) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/63.0.3239.111 Safari/537.36"
  ip: "IP_ADDRESS"
  geo { 
    lat: 42.6495361328125
    lon: 23.35913848876953
    country: "BGR"
    city: "Sofia"
    utcoffset: 120
    make: "samsung"
    model: "sm-t560"
    os: "android"
    osv: "4.4.4"
    devicetype: "TABLET"
    w: 1280
    h: 800
    paration: 1
  }
  content { 
    contentrating "DV-G"
    language "en"
  }
  tmax: 162
  cur: "USD"
}
```

Distinctive information about this specific person's device
This specific person's GPS coordinates
This specific person's IP address
Various ID codes identifying this specific person, facilitating re-identification and tying to existing profiles
This specific person's inferred interests. This could include highly sensitive special category data such as 571 eating disorders, 410 left-wing politics, 202 male impotence, 862 Buddhism, 625 AIDS & HIV, 547 African-Americans, etc. See Google's "publisher verticals" list.

What this specific person is reading right now

"PAGE_URL"
"DetectedVerticals"
"DoubleClick"
"DetectedVerticals"
Example OpenRTB bid request 2.


```
{
  "id": "BIDREQUEST_ID",
  "imp": [
    {
      "id": "1",
      "banner": {
        "w": 320,
        "h": 50,
        "pos": 1,
        "expdir": [1, 2, 3, 4],
        "api": [3, 5],
        "format": [
          {
            "w": 320,
            "h": 50
          },
          {
            "w": 300,
            "h": 50
          }
        ],
        "tagid": "TAG_ID",
        "bidfloor": 0.01,
        "bidfloorcur": "USD",
        "secure": 1,
        "metric": [
          {
            "type": "viewability",
            "value": 0.8,
            "vendor": "EXCHANGE"
          },
          {
            "type": "session_depth",
            "value": 47,
            "vendor": "EXCHANGE"
          }
        ],
        "ext": {
          "billing_id": "BILLING_ID",
          "dfp_ad_unit_code": "/DFP_NETWORK_CODE/AD/UNIT/PATH",
          "ampad": 2
        }
      },
      "app": {
        "name": "APP_NAME",
        "cat": ["IAB5"],
        "bundle": "BUNDLE_ID",
        "storedurl": "STORE_URL",
        "publisher": {
          "id": "SELLER_NETWORK_ID",
          "ext": {
            "country": "US"
          }
        },
        "content": {
          "url": "APP_STORE_URL",
          "contentrating": "DV-G",
          "language": "en"
        },
        "service": {
          "ua": "Mozilla/5.0 (iPhone; CPU iPhone OS 11_4 like Mac OS X) AppleWebKit/605.1.15 (KHTML, like Gecko) Mobile/15E148",
          "ip": "IP_ADDRESS",
          "lat": 41.8136554181276,
          "lon": -91.48915100097656,
          "country": "GTM",
          "utcoffset": -360
        }
      }
    },
    {
      "id": "GOOGLE_USER_ID",
      "data": [
        {
          "id": "DetectedVerticals",
          "name": "DoubleClick",
          "segment": [
            {
              "id": "1265",
              "value": "0.3"
            },
            {
              "id": "692",
              "value": "0.3"
            },
            {
              "id": "1462",
              "value": "0.3"
            }
          ]
        }
      ],
      "tmax": 162,
      "cur": ["USD"]
    }
  ]
}
```

Distinctive information about this specific person's device
This specific person's IP address
This specific person's GPS coordinates
This specific person's inferred interests. This could include highly sensitive special category data such as 571 eating disorders, 410 left-wing politics, 202 male impotence, 862 Buddhism, 625 AIDS & HIV, 547 African-Americans, etc. See Google's "publisher verticals" list.
Distinctive information about this specific person's device
Google ID of this specific person
The app this specific person is using right now
Example OpenRTB bid request 4.


```
{
    "id": "BIDREQUEST_ID",
    "imp": [
        {
            "id": "1",
            "banner": {
                "w": 728,
                "h": 90
            },
            "expdir": [1, 2, 3, 4],
            "format": [{
                "w": 728,
                "h": 90
            }],
            "tagid": "TAG_ID",
            "bidfloor": 1.06,
            "bidfloorcur": "USD",
            "secure": 1,
            "metric": [{
                "type": "click_through_rate",
                "value": 0.000010919653504970483,
                "vendor": "EXCHANGE"
            }, {
                "type": "viewability",
                "value": 0.1,
                "vendor": "EXCHANGE"
            }],
            "ext": {
                "billing_id": [
                    "BILLING_ID"
                ],
                "dfp_ad_unit_code": "/DFP_NETWORK_CODE/AD/UNIT/PATH",
                "ampad": 3
            }
        }],
        "site": {
            "page": "PAGE_URL",
            "publisher": {
                "id": "SELLER_NETWORK_ID",
                "ext": {
                    "country": "US"
                }
            },
            "content": {
                "contentrating": "DV-PG",
                "language": "en"
            },
            "ext": { "amp": 0 }
        },
        "device": {
            "ua": "Mozilla/5.0 (Windows NT 10.0; Win64; x86) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/67.0.3396.99 Safari/537.36",
            "ip": "IP_ADDRESS",
            "geo": {
                "lat": 41.36714172363281,
                "lon": -81.8503646850586,
                "country": "USA",
                "region": "OH",
                "metro": "510",
                "city": "Berea",
                "zip": "44017",
                "utcoffset": -240
            },
            "os": "Windows",
            "devicetype": 2,
            "pxratio": 1
        },
        "user": {
            "data": [
                {
                    "id": "DetectedVerticals",
                    "name": "DoubleClick",
                    "segment": [{
                        "id": "1234",
                        "value": "1"
                    }, {
                        "id": "1681",
                        "value": "0.2"
                    }, {
                        "id": "34",
                        "value": "0.1"
                    }, {
                        "id": "184",
                        "value": "0.1"
                    }, {
                        "id": "1097",
                        "value": "0.1"
                    }]
                }
            ]
        },
        "tmax": 162,
        "cur": ["USD"
    ]
}
```

Distinctive information about this specific person’s device
This specific person’s IP address
This specific person’s GPS coordinates
This specific person’s post code
This specific person’s inferred interests. This could include highly sensitive special category data such as 571 eating disorders, 410 left-wing politics, 202 male impotence, 862 Buddhism, 625 AIDS & HIV, 547 African-Americans, etc. See Google’s “publisher verticals” list.

What this specific person is reading right now
Example OpenRTB bid request 5.

Source: "Example bid request", in OpenRTB Integration, Google Authorized Buyers (URL: https://developers.google.com/authorized-buyers/rtb/openrtb-guide).

```
{
    "id": "V+u4DAAI8CEKG+PVxAwrsA",
    "imp": [
        {
            "id": 1,
            "banner": {
                "w": 320,
                "h": 480,
                "pos": 1,
                "api": [3, 5],
                "wmax": 360,
                "hmax": 640,
                "wmin": 320,
                "hmin": 280
            },
            "instl": 1,
            "tagid": "1",
            "bidfloor": 0.01,
            "bidfloorcur": "USD",
            "ext": {
                "billing_id": ["12345678901"],
                "publisher_settings_list_id": ["12345678901234567890"]
            }
        }
    ],
    "app": {
        "name": "Super Speed VPN",
        "bundle": "com.example",
        "publisher": {
            "id": 1
        },
        "content": {
            "contentrating": "DV-G",
            "userrating": "4.2",
            "language": "en"
        }
    },
    "device": {
        "os": "Android/5.2...(Mobile; afma-sdk-a-v9\383236.615000.2)"
    },
    "user": {
        "id": "CAESEPfSJVjdc8Mx2U_Dd3fQqvM",
        "cur": ["USD"]
    }
}
```

- **Distinctive information about this specific person’s device**: This specific person’s IP address, Unique ID for this specific person, User agent string, which contains distinctive information about this specific person’s device.
- **Unique ID for this specific person**: CAESEPfSJVjdc8Mx2U_Dd3fQqvM
- **Distinctive information about this specific person’s device (continued)**: "User agent string", which contains distinctive information about this specific person’s device (continued).
Example OpenRTB bid request 6.

```json
{
  "id": "WEejNwAL6doKG+LQcAQCnw",
  "imp": [
    {
      "id": "1",
      "banner": {
        "w": 360,
        "h": 592,
        "pos": 1,
        "api": [3, 5]
      },
      "video": {
        "w": 360,
        "h": 592,
        "pos": 1,
        "api": [3, 5]
      },
      "maxduration": 10,
      "w": 360,
      "h": 592,
      "startdelay": 0,
      "playbackmethod": [1]
    },
    {
      "id": "2",
      "api": [3, 5]
    }
  ],
  "app": {
    "name": "AppMyApp",
    "bundle": "fr.android.myapp",
    "publisher": {
      "id": "1"
    },
    "content": {
      "contentrating": "DV-G",
      "userrating": "4.1",
      "language": "fr"
    }
  },
  "device": {
    "ua": "Mozilla/5.0...(Mobile; afma-sdk-a-v10084444.8625000.21)
    "ip": "236.162.37.0",
    "country": "FRA",
    "region": "FR-D",
    "zip": "71150",
    "utcoffset": 60
  },
  "user": {
    "id": "userid",
    "data": [
      {
        "id": "DetectedVerticals",
        "name": "DoubleClick",
        "segment": [
          {
            "id": "224",
            "value": "0.5"
          },
          {
            "id": "1461",
            "value": "0.5"
          }
        ]
      }
    ],
    "cur": ["EUR"]
  },
  "bcat": ["IAB19-3"]
}
```

Distinctive information about this specific person's device
This specific person's IP address
Distinctive information about this specific person's device
Unique ID for this specific person
This specific person's inferred interests. This could include highly sensitive special category data such as 571 eating disorders, 410 left-wing politics, 202 male impotence, 862 Buddhism, 625 AIDS & HIV, 547 African-Americans, etc. See Google's "publisher verticals" list.
Example OpenRTB bid request 7.
Source: "Example native bid request", in OpenRTB Integration, Google Authorized Buyers (URL: https://developers.google.com/authorized-buyers/rtb/openrtb-guide).

```
{
  "id": "WEcgigALZ28KT74DlAEKdA",
  "imp": [
    {
      "id": "1",
      "tagid": "3654083237",
      "bidfloor": 0.75,
      "bidfloorcur": "USD",
      "native": {
        "request": "{"ver":"1.0"..."style_width":300}}",
        "ver": "1.0"
      },
      "ext": {
        "billing_id": [1234567],
        "publisher_settings_list_id": [177287510190109537],
        "allowed_vendor_type": [10, 42]
      }
    },
    {
      "url": "https://www.example.com/story/30139/common-reasons-of-breakups",
      "publisher": {
        "id": "1234",
        "content": {
          "language": "en"
        },
        "mobile": 1
      },
      "device": {
        "ua": "Mozilla/5.0 .../en_US;FBOP/5",
        "ip": "104.191.75.0",
        "geo": {
          "country": "USA",
          "region": "US-TX",
          "metro": "641",
          "city": "San Antonio",
          "zip": "18259",
          "utcoffset": -360
        },
        "make": "apple",
        "model": "iphone",
        "os": "iOS",
        "osv": "10.2",
        "devicetype": 4,
        "w": 375,
        "h": 667,
        "pxratio": 2
      },
      "user": {
        "id": "CAESEI5Z85FbBUR-qiEz000000"
      },
      "cur": ["USD"]
    }
  ]
}
```
Example OpenRTB bid request 8.


Distinctive information about this specific person's device

Google ID of this specific person

Distinctive information about this specific person's device (recipient can decode this)

Distinctive information about this specific person's device (recipient can decode this)

Distinctive information about this specific person's device (recipient can decode this)

Distinctive information about this specific person's device

Distinctive information about this specific person's device (recipient can decode this)
Example OpenRTB bid request 9.


This specific person’s inferred interests. This could include highly sensitive special category data such as 571 eating disorders, 410 left-wing politics, 202 male impotence, 862 Buddhism, 625 AIDS & HIV, 547 African-Americans, etc. See Google’s “publisher verticals” list.

Distinctive information about this specific person’s device

Google ID of this specific person

Distinctive information about this specific person’s device

Distinctive information about this specific person’s location

Distinctive information about this specific person’s device (recipient can decode this)
Example OpenRTB bid request 10.


Distinctive information about this specific person's device

- Google ID of this specific person
- This specific person's inferred interests. This could include highly sensitive special category data such as 571 eating disorders, 410 left-wing politics, 202 male impotence, 862 Buddhism, 625 AIDS & HIV, 547 African-Americans, etc. See Google’s “publisher verticals” list.
Example OpenRTB bid request 13.

Distinctive information about this specific person's device

Google ID of this specific person
ID code enabling buyer to re-identify this specific person and tie them to an existing profile

Distinctive information about this specific person's device

This specific person's inferred interests. This could include highly sensitive special category data such as 571 eating disorders, 410 left-wing politics, 202 male impotence, 862 Buddhism, 625 AIDS & HIV, 547 African-Americans, etc. See Google's "publisher verticals" list.
Example OpenRTB bid request 14.

Source: "Request context" in AdCOM v1, IAB TechLab, November 2018 (URL: https://github.com/InteractiveAdvertisingBureau/AdCOM/blob/master/AdCOM%20v1.0%20FINAL.md#requestcontext).

```
{
  "openrtb": {
    "ver": "3.0",
    "domain": "adcom",
    "domainver": "1.0",
    "request": {
      "context": {
        "regs": {
          "gdpr": 0,
          "coppa": 0
        },
        "restrictions": {
          "bcat": ["IAB24", "IAB25", "IAB26"],
          "cattax": 1,
          "badv": ["ford.com", "buick.com"]
        },
        "site": {
          "id": "1234",
          "name": "Awesome Example Site",
          "domain": "examplesitedomain.com",
          "mobile": 1,
          "amp": 0,
          "pub": {
            "id": "9876",
            "name": "Example Publisher, Inc.",
            "domain": "examplepubdomain.com"
          }
        },
        "user": {
          "id": "a0af45c77890045deec100acb8443baff57c",
          "buyeruid": "fcd4282456238256034abcdef220d9aa5892",
          "yob": 1990,
          "gender": "F"
        },
        "device": {
          "type": 4,
          "ifa": "8846d6fa10008beaaf322988fcb221",
          "ip": "1.2.3.4",
          "ua": "...user agent string...",
          "make": "Apple",
          "model": "iPhone",
          "hwv": "6s",
          "os": 13,
          "osv": "11.4.1",
          "mccmnc": "310-005",
          "geo": {
            "type": 1,
            "lat": 42.3601,
            "lon": 71.0581,
            "country": "USA",
            "utcoffset": -300
          }
        }
      }
    }
  }
}
```

The website this specific person is currently viewing
Various ID codes that each this specific person, and can tie them to existing profiles
Distinctive characteristics of this specific person
Distinctive information about this specific person's device
This specific person's GPS coordinates
This specific person's IP address
Distinctive information about this specific person's device