



DurantaDev DSP Integration Overview

Seamless Workflows for TTD s DV360

Integration Architecture: Live s Operational

DurantaDev's pre-bid fraud prevention is fully integrated and running across major DSP platforms, delivering **real-time protection with zero operational overhead**.

The Trade Desk (TTD) Integration

Integration Path:

TTD UI → Data Marketplace → DurantaDev Pre-Bid Segments → Campaign Execution

Workflow:

- **Trader Action:** Access TTD Data Marketplace within campaign setup
- **Segment Selection:** Activate DurantaDev segments as:
 - **Blocking** → Prevent bids on high-risk inventory
 - **Required** → Restrict bidding to pre-approved, high-quality inventory
- **Real-Time Protection:** Segments enforce pre-bid decisions across all auction requests

Performance Metrics:

- **Decision Latency:** <10ms
- **Activation Time:** <2 minutes per campaign
- **Coverage:** Complete pre-bid protection across CTV C mobile in-app

Display s Video 360 (DV360) Integration

Integration Path:

DV360 UI → Custom Bidding → DurantaDev API → Bid Decisions

Workflow:

- **Trader Action:** Configure custom bidding strategy in DV360 UI
- **API Integration:** DurantaDev models executed via Google's Custom Bidding API
- **Real-Time Analysis:** Fraud filtration at the pre-bid stage
- **Bid Decisions:** Intelligent bid/no-bid recommendations driven by fraud risk scores

Performance Metrics:

- **Decision Latency:** <10ms
- **Integration Type:** Server-to-server API
- **Coverage:** Full protection across all DV360 inventory

Key Technical Advantages

- **Zero Friction Deployment**
 - Native DSP interfaces, no workflow disruption
 - Activation in minutes, no engineering lift
- **Proven s Supported**
 - DSP-sanctioned, enterprise-ready infrastructure
 - Billions of requests processed daily
 - Full compliance with DSP standards
- **Identical Performance Across DSPs**
 - Same fraud detection models across integrations
 - 98.5% pre-bid decision accuracy
 - Complete coverage across CTV C mobile in-app

Why This Matters for Amazon

Immediate Time-to-Value

- Deploy instantly within existing DSP contracts
- No integration delays—100% CTV protection from day one

Superior Performance

- 15.7% higher SIVT detection than benchmarks
- <0.8% false positive rate
- Sub-10ms latency with no auction impact

Risk-Free Implementation

- Performance-based pricing model
- Flexible pilot campaigns available
- Transparent reporting on fraud prevention outcomes

Contact

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