



Rubicon Project Announces Availability of Private Marketplace Deals within Google's DoubleClick Bid Manager Interface

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New API Integration Makes Buying PMPs Easier for Thousands of Agencies, Trading Desks, and Advertisers; Grows Revenue Opportunities for Publishers

LOS ANGELES, Oct. 23, 2017 (GLOBE NEWSWIRE) -- Rubicon Project (NYSE:RUBI), the Global Exchange for Advertising, today announced Google's DoubleClick Bid Manager has integrated Rubicon Project's Private Marketplace (PMP) deals directly into the Bid Manager interface. Bid Manager is the first platform to utilize Rubicon Project's new Orders API, which allows agencies, trading desks, and advertisers to discover and transact PMP deals in their buying platform of choice, without logging into Rubicon Project's Orders UI. The result is greater convenience for buyers, and increased revenue opportunities for publishers using Rubicon Project's industry-leading PMP capabilities.

"The age of having dozens of UIs to do business is over," said Tom Kershaw, Chief Technology Officer, Rubicon Project. "Our new Orders API enables buyer platforms like Bid Manager to provide their users with greater access to premium inventory sold via PMPs. Our publisher partners also benefit from this capability, as their inventory will be more easily accessible by new sources of demand."

Today's announcement underscores Rubicon Project's belief in the enduring value of Private Marketplace deals for buyers and sellers. The company's publisher partners currently offer over 35,000 individual Private Marketplace packages on its exchange.

"We are constantly looking for new ways to expose the thousands of agencies, trading desks and advertisers using Bid Manager to premium publisher inventory," said Roshan Khan, Senior Product Manager at Google. "Today's announcement furthers this goal by making it even easier for our brands and agencies to access curated and sought after PMPs powered by Rubicon Project."

Kershaw continued, "Through this seamless API integration with DoubleClick Bid Manager, Rubicon Project is the first third-party exchange to have private marketplace deals listed in Bid Manager. Bid Manager brings unique demand and will provide a dramatic increase in the total number of buyers who are able to discover and purchase a seller's inventory -- this means greater opportunity for new relationships, quality deals and significant revenue potential."

Rubicon Project anticipates integrating this interface with other major players in the space in the coming weeks and months. For more information visit www.rubiconproject.com/orders.

About Rubicon Project

Founded in 2007, Rubicon Project is one of the world's largest advertising exchanges. The company helps websites and apps thrive by giving them tools and expertise to sell ads easily and safely. In addition, the world's leading agencies and brands rely on Rubicon Project's technology to execute billions of advertising transactions each month. Rubicon Project is an independent, publicly traded company (NYSE:RUBI) headquartered in Los Angeles, California.

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