

# No Bid Reasons (NBR) for Supply

BidSwitch is dedicated to creating a transparent and efficient trading ecosystem for our partners. There are a variety of reasons why Suppliers may not see bid activity. No Bid Reason (NBR) is one of the two kinds of no bid responses sent from BidSwitch. NBR responses are triggered for a variety of reasons including suspected fraudulent activity, site or publisher blocking, or invalid request elements. We are continually updating the list of NBRs, see current list below. BidSwitch returns this information to Supply Partners for informational purposes as well as to alert them to address potential problems within their systems.

## 2 Types of No Bid Responses

### 1 [204] BUYER NO BID RESPONSE

Usually received as an empty 204 response and indicates that a particular buyer did not bid on the offer. See the Bid Response [\\*JSON Examples](#) section for more about this kind of response.

### 2 [nbr] BIDSWITCH NO BID REASON

Contains the nbr field in the response and indicates that the particular impression was not forwarded to any buyers due to failure to pass through impression anomaly checks.

*\*JSON Examples <https://docs.bidswitch.com/standards/bid-response-examples.html#no-bid-resp>  
NBR sent by BidSwitch conform with those outlined in the OpenRTB Specification, sections 5.22 and 7.1.*

## Reasons for NBR Responses

If a NBR is triggered, BidSwitch responds with an HTTP 200 response and includes one of the following codes in the nbr field depending on the specific issue at hand.

Code	OpenRTB Description	BidSwitch Usage
0	Unknown Error	Not used
1	Technical Error	Not used
2	Invalid request	Bid requests that are treated as bad by BidSwitch, except for in-app requests with no IFA, which use #8
3	Known Web Spider	Not used
4	Suspected non-human traffic	The bid request was identified to be from a bot or other non-human activity
5	Cloud, Data Centre, or Proxy IP	The bid request was blocked because of its IP
6	Unsupported Device	Not used
7	Blocked Publisher or Site	The Publisher ID, Site ID, Site Domain, App Domain, App Bundle, or App Name have been blocked in BidSwitch
8	Unmatched User	In-app bid requests without an IFA. This does not apply to cookie-less website bid requests.

*Common NBR Explanations on next page*

# No Bid Reasons (NBR) for Supply (cont'd)

## Common NBR Explanations

Some NBRs are based on impression anomaly analysis and the decision to generate no bid responses is made by the BidSwitch fraud filtering team. Below are explanations around the processes and reasoning behind some common NBR responses.

Code	OpenRTB Description	BidSwitch Usage
4	Suspected non-human traffic	The bid request was identified to be from a bot or other non-human activity
5	Cloud, Data Centre, or Proxy IP	The bid request was blocked because of its IP
7	Blocked Publisher or Site	The Publisher ID, Site ID, Site Domain, App Domain, App Bundle, or App Name have been blocked in BidSwitch

**4** The decision to block for suspected non-human traffic is based on a unique map. This map is updated monthly, and utilizes machine-learning based clustering algorithms that analyze bid requests by several key factors. You can find more information on Impression Anomaly analysis here:

<http://www.bidswitch.com/wp-content/uploads/2016/10/BidSwitch-Ad-Fraud-Anomaly-Detection-Oct-2016.pdf>

**5** BidSwitch bots check all IPs within incoming traffic. Many IP ranges are open (Microsoft, Appnexus, Amazon, etc.), but certain IPs are easy to rent, while no real users can be found there. These IPs are blocked by BidSwitch.

**7** Some publishers and sites are blocked based on weekly automated and human manual checks. Initial automated filtering process is followed by BidSwitch experts manually performing checks to block negatively performing publishers and sites. Sometimes specific publishers or sites are specifically requested by internal/external parties to be blocked. If a previously blocked publisher or site proves to be good later, it can be unblocked.

For more information, please speak to your account manager or email [support@bidswitch.net](mailto:support@bidswitch.net).