

Buyers

The following pages are intended for organizations that place bids via the PulsePoint exchange.

DSP Integration Process/Specs

Documentation regarding PulsePoint's Demand-Side Platform (DSP) integration. This section includes implementation guides, specs, and other useful information.

Buyer Portal

Documentation regarding the PulsePoint Portal for Media Buyers and Advertisers.

Reporting API

Documentation regarding PulsePoint's Buyer Reporting API, which allows buyers to run key reports of advertising metrics for autonomous downloading.

Legacy Documentation

Documentation regarding legacy PulsePoint applications that are being phased out in favor of more current methods. This information is provided mainly for reference and is not intended for use going forward.

The PulsePoint exchange supports two APIs: PulsePoint RTB, a custom specification created by our in-house development team, and OpenRTB, the standard specification created by the Interactive Advertising Bureau (IAB).