

Index Exchange Halts Controversial Bid Caching Following Investigation and Impassioned Debate

Index Exchange is to press pause on a controversial real-time bidding (RTB) tactic known as “bid caching” after an impassioned debate kicked off last week. The ad exchange has contacted partners claiming it is now “pausing [its] use of bid caching and concentrating on communication and education.” This follows a near week-long debate over the...
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