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(54) **Title**: INTELLIGENT PLATFORM FOR REAL-TIME BIDDING

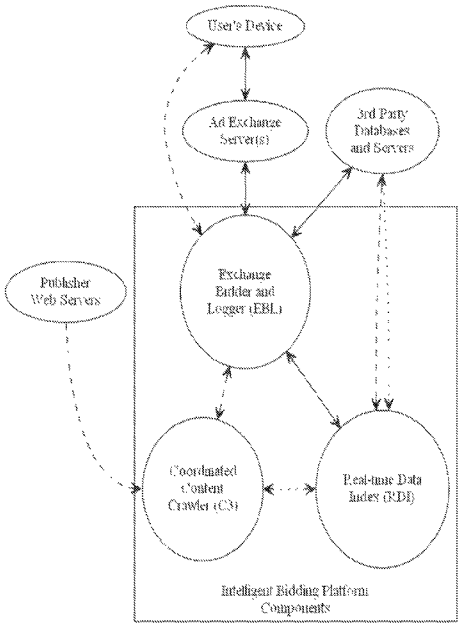

FIG. 4

(57) **Abstract**: An intelligent platform for real-time bidding (RTB) includes a bidder that allows for the association of additional private or proprietary information with each bid it receives, and allows advertisers to filter impressions based on a rich set of attributes. The bidder can be used to bid across many ad exchanges using the same augmented bidding criteria. The system can have crawlers that include virtual web browser rendering for analysis to allow the system to determine location on a page, a size of the video, how it is played, and information about content in the video. The crawlers can include a browser- specific rendering crawler, which can determine browser-specific behavior.

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