

Service Name

AWS RTB Fabric

Service Overview

AWS RTB Fabric is a fully managed service designed for real-time bidding (RTB) advertising workloads. The service simplifies the process of connecting AdTech companies with their supply and demand partners to run high-volume, latency-sensitive RTB workloads on AWS. RTB Fabric provides consistent single-digit millisecond performance and up to 80% lower networking costs compared to standard networking costs. The service includes a dedicated, high-performance network environment for RTB workloads and partner integrations without requiring colocated, on-premises infrastructure or upfront commitments. RTB Fabric addresses the challenges of low-latency, cost-efficient infrastructure for RTB workloads that process millions of bid requests per second.

Key Use Cases

- **Real-time bidding workloads:** Processing millions of bid requests per second across publishers, supply-side platforms (SSPs), and demand-side platforms (DSPs)
- **AdTech partner connectivity:** Connecting with supply and demand partners including Amazon Ads, GumGum, Kargo, MobileFuse, Sovrn, TripleLift, Viant, and Yieldmo
- **High-volume advertising transactions:** Enabling reliable, high-speed exchange of OpenRTB requests and responses among multiple partners

Features

- **Dedicated High-Performance Network:** Private, high-performance network environment that provides single-digit millisecond latency for RTB workloads
- **Modules Support:** Capability to bring your own and partner applications securely into the compute environment, supporting containerized applications and foundation models
- **Cost-Optimized Networking:** Up to 80% reduction in standard cloud networking costs with pricing model aligned with RTB economics
- **Requester and Responder Gateways:** Infrastructure components that enable private, low-latency communication paths for OpenRTB traffic
- **Built-in Traffic Management:** Three built-in modules available to optimize traffic, improve bid efficiency, and increase bid response rates

Value Proposition

AWS RTB Fabric provides unique advantages for AdTech companies by eliminating the need for colocated, on-premises infrastructure while delivering consistent single-digit

millisecond performance. The service offers up to 80% cost reduction in networking expenses compared to standard cloud networking, making it economically viable for high-volume RTB operations:

- RTB Fabric's dedicated network environment ensures reliable, high-speed exchanges critical for processing millions of bid requests per second
- The service requires no upfront commitments and includes built-in modules that enhance transaction efficiency and bidding effectiveness
- Additionally, RTB Fabric simplifies connectivity to established AdTech partners and provides a pricing model specifically aligned with RTB economics, making it ideal for companies looking to optimize auction execution and maximize supply monetization

Service Integration

AWS RTB Fabric integrates with core AWS identity and access management through AWS Identity and Access Management (IAM) for permissions and security policies. The service leverages AWS's global infrastructure for multi-region deployments across US East (N:

- Virginia), US West (Oregon), Asia Pacific (Singapore), Asia Pacific (Tokyo), Europe (Frankfurt), and Europe (Ireland)
- RTB Fabric supports containerized applications, indicating integration with container orchestration services
- The service includes modules that can work with foundation models, suggesting integration with AWS AI/ML services
- Resource management is handled through Amazon Resource Names (ARNs) and supports AWS tagging for resource organization and cost allocation

Onboarding and Offboarding

Customers get started with AWS RTB Fabric by creating requester and responder gateways to establish private, low-latency communication paths for OpenRTB traffic. The onboarding process involves configuring these gateways and setting up links between RTB applications:

- Users can then leverage built-in modules to manage traffic efficiently and optimize bidding performance
- The service supports both inbound and outbound external links for connecting to various AdTech partners
- Configuration is managed through the AWS RTB Fabric API, which provides operations for creating, updating, and managing gateways and links
- The service requires proper IAM permissions and can be deployed across multiple supported AWS regions based on business requirements

Getting Started Guide: <https://docs.aws.amazon.com/rtb-fabric/latest/userguide/>

Data Removal

Based on the available documentation, AWS RTB Fabric provides standard AWS data deletion capabilities through its API operations. Customers can delete requester gateways, responder gateways, links, and external links using the respective API operations. The service follows AWS standard practices for resource cleanup and data removal when resources are deleted. Complete offboarding involves systematically removing all created resources including gateways and links to ensure clean teardown of the RTB infrastructure.

Backup/Restore and Disaster Recovery

AWS RTB Fabric is available across multiple AWS regions including US East (N. Virginia), US West (Oregon), Asia Pacific (Singapore), Asia Pacific (Tokyo), Europe (Frankfurt), and Europe (Ireland). This multi-region availability enables customers to implement disaster recovery strategies by deploying RTB workloads across different regions. The service leverages AWS's underlying infrastructure resilience and availability zones within each region for high availability and fault tolerance.

Backup Capabilities

AWS RTB Fabric does not appear to have specific built-in backup capabilities mentioned in the available documentation. The service is focused on providing real-time bidding infrastructure and network connectivity rather than data storage that would require traditional backup mechanisms. Configuration and gateway settings would be managed through the API and can be recreated as needed through infrastructure as code practices.

Disaster Recovery

AWS RTB Fabric supports disaster recovery through its multi-region deployment capability across six AWS regions. Customers can deploy RTB workloads in multiple regions to ensure business continuity:

- The service's architecture allows for failover scenarios by leveraging AWS's global infrastructure
- However, specific integration with AWS Elastic Disaster Recovery is not explicitly documented in the available materials

Recovery Objectives

AWS RTB Fabric helps customers meet recovery objectives through its multi-region availability and high-performance network design. The service's single-digit millisecond latency requirements and dedicated network infrastructure provide the foundation for achieving aggressive RTO targets. By deploying across multiple regions, customers can implement active-active or warm standby patterns to minimize downtime and maintain continuous RTB operations even during regional disruptions.

Service Constraints

Service Quotas: Information not available in current documentation

FAQ: Information not available in current documentation

Technical Requirements

Service Documentation: <https://docs.aws.amazon.com/rtb-fabric/latest/userguide/>

User Guide: <https://docs.aws.amazon.com/rtb-fabric/latest/userguide/>

API Reference: <https://docs.aws.amazon.com/rtb-fabric/latest/api/>

Pricing Overview

Please see the AWS UK G Cloud 15 Pricing Document accompanying this service in the Digital Marketplace.

Public Pricing: <https://aws.amazon.com/rtb-fabric/pricing/>

Cost Optimization

AWS RTB Fabric offers significant cost optimization specifically designed for RTB economics with up to 80% reduction in standard cloud networking costs. The service eliminates the need for expensive colocated, on-premises infrastructure while maintaining the low-latency requirements of RTB workloads:

- Built-in traffic management modules help optimize bid efficiency and increase response rates, potentially improving return on advertising spend
- The pricing model is aligned with RTB economics, making it cost-effective for high-volume advertising transactions
- No upfront commitments are required, allowing for flexible cost management based on actual usage patterns

Savings Considerations

The primary cost savings with AWS RTB Fabric come from eliminating traditional colocation expenses and on-premises infrastructure investments required for RTB workloads. The service's 80% networking cost reduction compared to standard cloud networking represents substantial operational savings for high-volume bidding operations:

- Built-in modules reduce the need for separate traffic management solutions, consolidating costs into a single service
- The pay-as-you-go model without upfront commitments allows for better cash flow management and cost predictability

- Multi-region deployment capabilities enable cost optimization by placing workloads in regions with favorable economics while maintaining performance requirements