

No-bid reason codes

When an exchange receives a response of `no-bid`, the easiest option is to return an empty HTTP 204 error response. But if a bidder wants to convey a reason for not bidding, a response object can be returned with a reason code in the `nbr` attribute. Even when an exchange prefers a simple HTTP 204 response to indicate a no-bid, response codes can still be useful if debugging is needed.

No-bid attribute

See [bid response objects](#)

Note: The NBR field is disabled by default. To enable it, reach out to your Account Manager.

Sample response code

In this sample response:

- `id` = impression ID received on request
- `nbr` = the no-bid response code.

Sample response code

```
HTTP/1.1 200 OK
{"id": "tx2399248182523943168", "nbr": 557}
```

No-bid reason codes

When an ad server sends an empty bid to the translator, the PubMatic system derives the NBR and send it to translator. The translator then forwards the NBR code to the publisher using a publisher-level control.

The following tables list the options for a bidder to signal the exchange as to why it did not offer a bid for the item.

IAB no-bid reason codes

These codes are specified by [OpenRTB 3.0](#).

NBR codes	Reason
0	Unknown error
1	Technical error
2	Invalid request
3	Known web crawler
4	Suspected non-human traffic
5	Cloud, data center, or proxy IP
6	Unsupported device
7	Blocked publisher or site
8	Unmatched user
9	Daily user cap met
10	Daily domain cap met
11	Ads.txt authorization unavailable
12	Ads.txt authorization violation
13	Ads.cert authentication unavailable
14	Ads.cert authentication violation
15	Insufficient auction time

16	Incomplete supply-chain
17	Blocked supply-chain node
500+	See PubMatic-specific list below.

500+ PubMatic-specific NBR codes

This section contains PubMatic's custom NBR codes.

Translator-side NBR codes

NBR code	Reason
546	IP is not present in request
547	User agent is not present in request
548	Auction type is not supported
549	Max allowed active wrapper test calls have been reached

Ad server-side NBR codes

NBR code	Reason
550	Impression passed back because page domain is not allowlisted
551	Impression received from area/country blocked by PubMatic
552	Impression received from area/country blocked by Publisher
553	Impression rejected under GDPR privacy compliance
554	Ad Size not recognized by Pubmatic
555	Impression rejected under CCPA privacy compliance
556	Impression is throttled

Campaign filter group NBC codes

NBR code	Reason
557	Zero bids received from DSP
558	It's a PMP-only campaign, but no deal ID was found in the bid response
559	Obtained incorrect response from DSP
560	Ad did not pass ad quality checks
561	Bid filtered due to pricing filters (for example, invalid currency from DSP and publisher eCPM/bid eCPM is less than the pre-specified minimum eCPM)
562	Impression filtered due to various other reasons
563	DSP campaigns filtered due to various pre-filter reasons (for example, GDPR and ads.txt)