



OPEN BIDDING (EBDA)

— *★ PubGalaxy* —



WHAT IS EBDA?

Also known as Open Bidding and Exchange Bidding for short, EBDA stands for Exchange Bidding in Dynamic Allocation. Essentially, Open Bidding is a server-side unified auction. This means the auction happens within the ad server and not the user's browser. EBDA enables ad exchanges and SSPs to compete with Google's own Ad Exchange (AdX) for impressions.

Why Open Bidding?



Prevent page latency with a server-to-server auction.



Access 3rd party demand in dynamic allocation.



Request bid to all partners simultaneously.



Sell each impression at the highest price possible.



35%

Avg. Revenue Boost



0%

Added Latency



27%

Avg. CPM Increase

OUR OFFERING



Get access to our complete demand stack.



Long-term revenue uplift without an impact on user experience.



Dynamic price floor optimization.



Ad layout optimization advice by our UX and layout experts.



Transparent reporting and analytics in your publisher dashboard.