

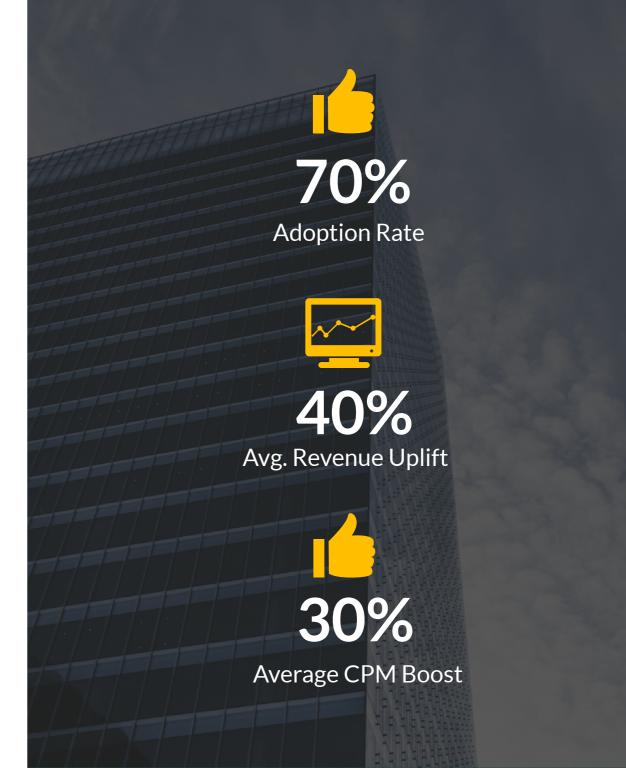
HOW HEADER BIDDING WORKS

Header bidding enables simultaneous auctions from multiple bidders. The key component enabling all of this is that the auction needs to take place outside of the publisher's ad server, more specifically in the browser itself. As the name suggests, the code is placed in the website's header and bids are collected before any other monetization processes have been initiated.



HEADER BIDDING BENEFITS

- Get more demand on board and increase competition for your inventory.
- Sell each impression at the highest price possible.
- Introduce stability into your setup with a more consistent source of ad revenue.
- Get better fill rates by exposing your ad inventory to more advertisers.
- Better insights for your ad inventory value.



FULLY CUSTOMIZED SOLUTION FOR YOU NEEDS



Easy implementation process.

Support for infinite scroll, lazy loading and other page features.

Precise timeout adjustment ensuring a smooth user experience.

Updates
deployed with
no changes
required on
your website.

Full transparency and advanced reporting.