



HEADER BIDDING

★ PubGalaxy

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.



70%

Adoption Rate



40%

Avg. Revenue Uplift



30%

Average CPM Boost

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.