

## **Header Bidding Suite**

### **Header Bidding suite for Revive Adserver**

Header Bidding suite for Revive Adserver offers fast, efficient and feature-rich online advertising to publishers, advertisers, and networks as a complete product. The plugin is designed with all the advanced requirements including Header Bidding and Bidder Adaptor. Header bidding is a way for publishers to have a simultaneous auction from all the bidders, rather than the sequential strategy. Advanced and latest technologies are implemented in and Header Bidding and provide better reporting features that is guaranteed to deliver better results and insights into the digital spectrum. This plugin can manage direct publishers by connecting them on choosing the options with direct campaigns and it also offers header bidding components via Prebid.js

### **Server Side Header Bidding**

Server-side header bidding is very similar process to client-side header bidding. The requests are sent from a central server rather than directly from the user's browser. The advantage of header bidding for publisher is being saves the latency problem. Server-side is vastly improving user experience when running video ads on OTT devices. Server-side header bidding can be set to send bid requests to as many buyers as the publishers want. The result is better ad yield and higher fill rates for publishers and more scale for advertisers.

#### **Server Side work flow:**

1. When a user opens the web browser and run the publisher's URL.
2. Browser starts loading the page.
3. Header-bidding JavaScript code located in between the tags executes and sends a request to the SSHB vendor.
4. Server then sends out bids to configured demand sources.
5. Highest bidder wins and is passed to the publisher's ad server.
6. Winner from the header-bidding auction competes with direct advertiser campaigns.
7. Ad server selects the highest bidder and the ad is served (i.e. displayed on the page).

### **Client Side Header Bidding**

Client Side header bidding process works from the moment when a page loads on a publisher's website to the time the available inventory is sold. Whole bidding process happens in the browser, AdTech vendors representing publishers and advertisers are able to sync their cookies, which allows advertisers to identify the user on the publisher's site. This able to identify users allows advertisers to run targeted and retargeted ad campaigns, which ultimately results in more revenue for publishers.

#### **Client Side work flow:**

1. User opens the web browser and types in the publisher's URL.
2. Browser starts loading the page.

3. Header-bidding JavaScript code located in between the tags executes and sends a request to the third-party header platform.
4. Bids from various sources will start coming in.
5. Highest bidder wins and it's passed to the publisher's ad server.
6. Winner from the header-bidding auction competes with a direct advertiser campaigns.
7. Ad server selects the highest bidder and the ad is served (displayed on the page)

The header bidding suite for Revive Adserver provides a seamless integration along with smooth setup. Now publishers can connect to the most powerful programmatic marketplace, experience dynamic bids and competition from international brands to win impressions.

### **Bidder Adaptor:**

Adserver will be added to the official Prebid bidders list. Publishers who have integrated with Prebid.js send requests to ad server. Ad server receives these requests and processes them. Adapter acts as a carrier for the demand side. After being added to the wrapper, it takes bid requests from wrapper to its respective demand partner. A demand-level auction is then conducted internally in the DSP and then it sends a qualifying bid response back to wrapper via the adapter for further auction. Furthermore, adapter carries the bid request containing details of the inventory and desired ad requirements.

This Bidder adapter supports Multiple Ad formats such as instream video ads, out-stream video ads, and display banner ads. Also, it supports various screens, selling mobile and display impressions, server-to-server bidding capability and one-step integration

### **Plugin Highlights**

#### **Admin and Network Features**

- Self-Signup Direct Advertiser / Publisher Interface and admin can approve/reject/delete the user.
- Role-based admin accounts
- Management consoles for all aspects of operation
- Prepaid and Post-paid billing system with PayPal payment gateway

### **Interfaces**

- Ad Campaign Manager (Direct Advertiser / Houseads)
- Display, Native, Video Ad formats, Mobile Ads
- 3rd Party JS tag support
- VAST (2.0 to 4.1) / VPAID support

## **Publishers**

- Passback/Fallback tag
- Direct JS / Async tag support
- Advanced targeting in deals allows to target audience based on various criteria like Site Category, Browser, Geo, Time etc.,

## **Targeting**

- Geo-location (Cities and Zip Code Level)
- Domain Whitelisting
- Real-time Contextual Targeting (Keyword)
- User Language
- IDFA (Device IDs, Advertising IDs) for Mobile
- Device Types
- OS Version
- Day Parting

## **Integrations**

- Connect Direct Publishers via Header Bidding or Tags
- Prebid.JS
- Prebid Server compatible
- Prebid Adapter Aliases to your Company Name

## **Multi-level drill down reports**

- Fast Multidimensional Reporting
- Header Bidding Analytics (Bidder Report / GeoStats / OS Reports)

## **Video ads tracking**

Tracking event start, 25% completed, 50%completed, 75%completed, create view, Skip, Mute, Unmute, accept invitation, Linear, Collapse, expand supported, etc.,

## **Advanced Report**

- Prebid.js Analytics reporting (Stats adapter)
- Passback / Fallback tag Statistics

## **API Reporting**

Request, response, campaign, banner, device type (desktop / mobile), device brand, device model, impression, and clicks.

Bidders can design their own custom reports using API data.