
Header Bidding 101

HENRY CRUM, ASAFA HOCHEMAN
2016

PTX1540
1:23-cv-00108

AGENDA

1. WHAT'S HEADER BIDDING
Asaf

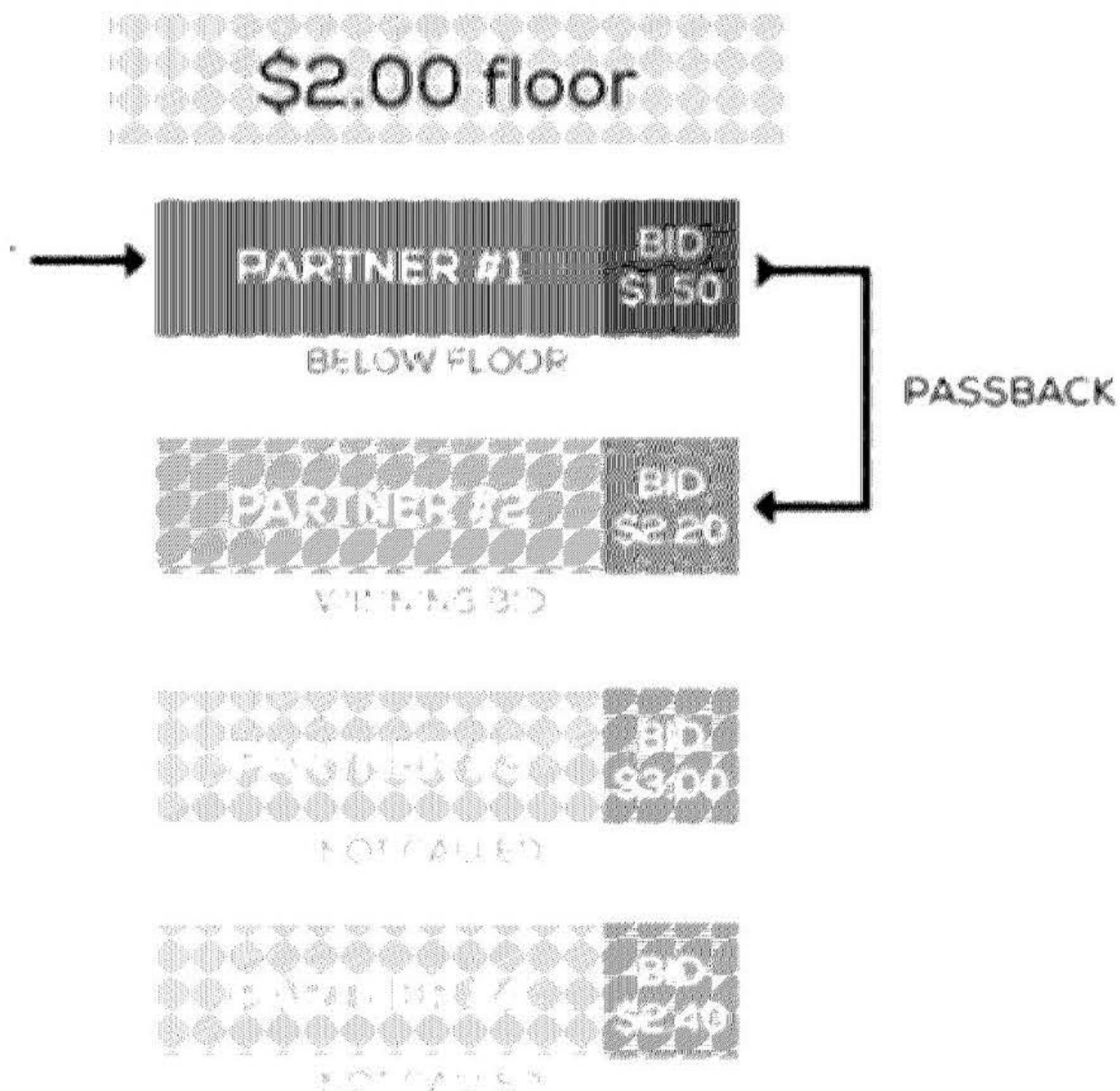
3. HOW TO SELL
Asaf

2. WHAT'S OUR OFFERING
Asaf

4. HOW TO TROUBLESHOOT
Henry

What's Header Bidding anyway?

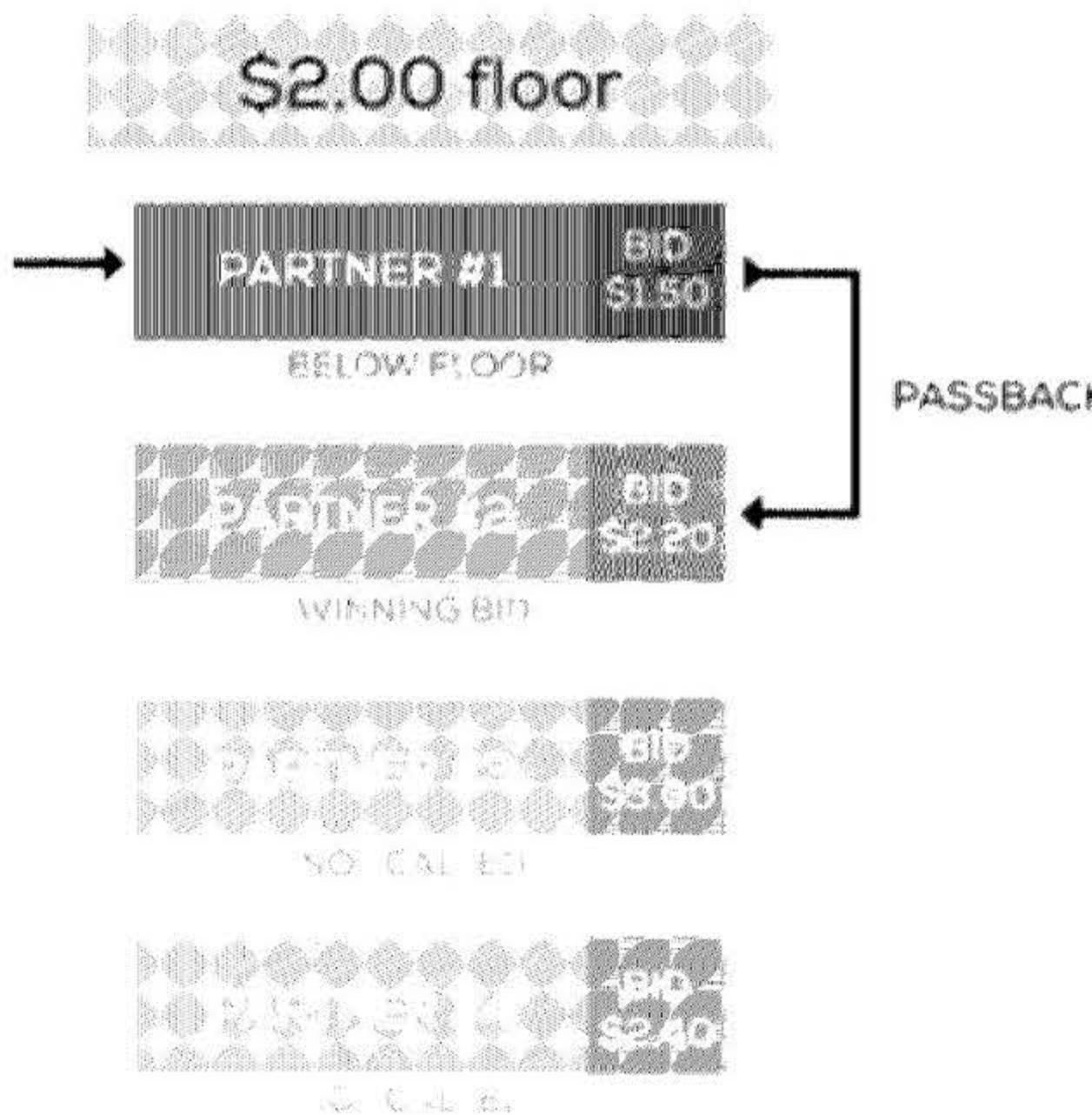
The ubiquitous DFP waterfall model is broken



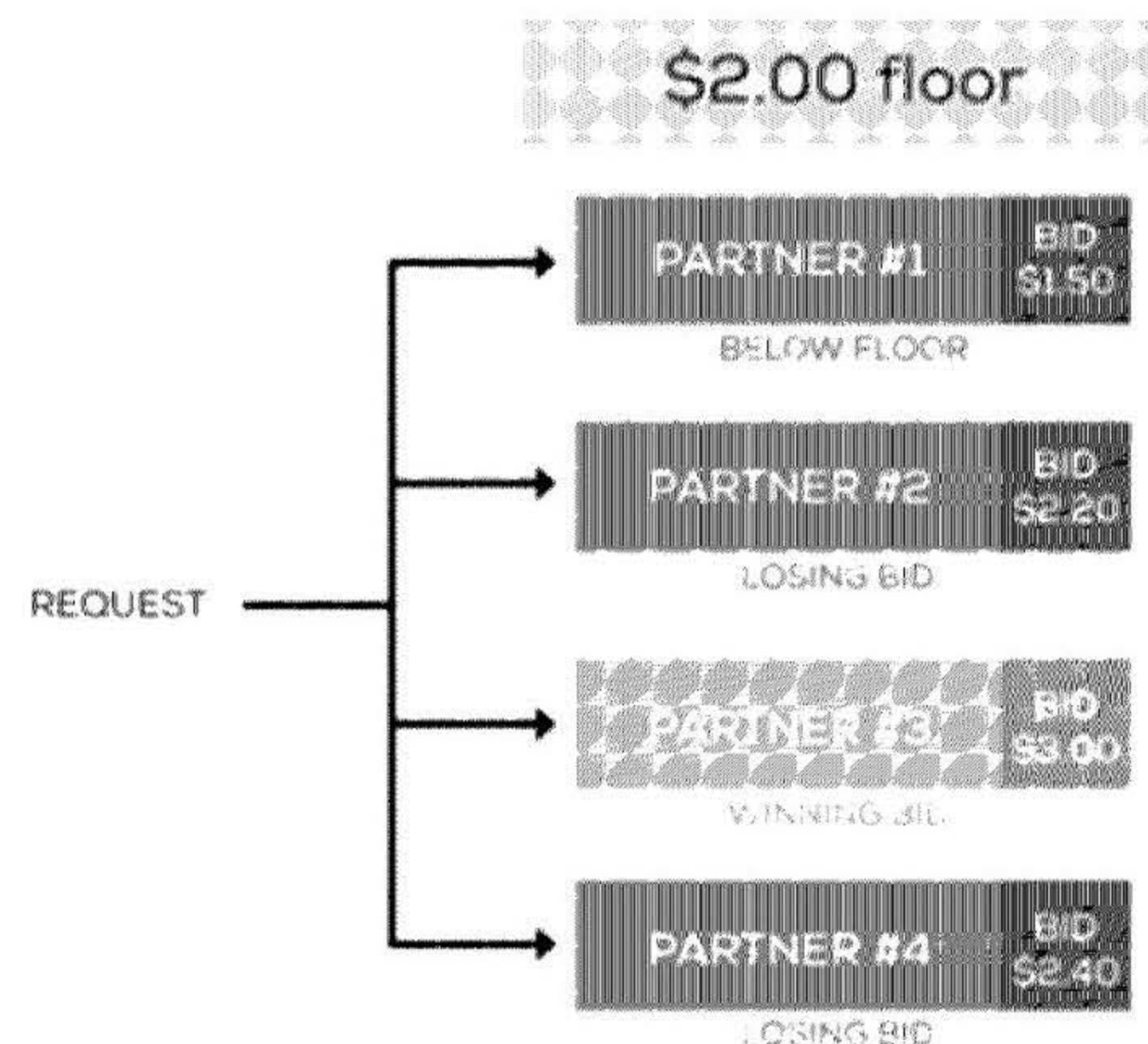
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- Not really “real-time”
- Linear
- Non-transparent / Good
- Cumbersome

ublishers have revolted against DFP/Google with Header Bidding

Waterfall



Header Bidding



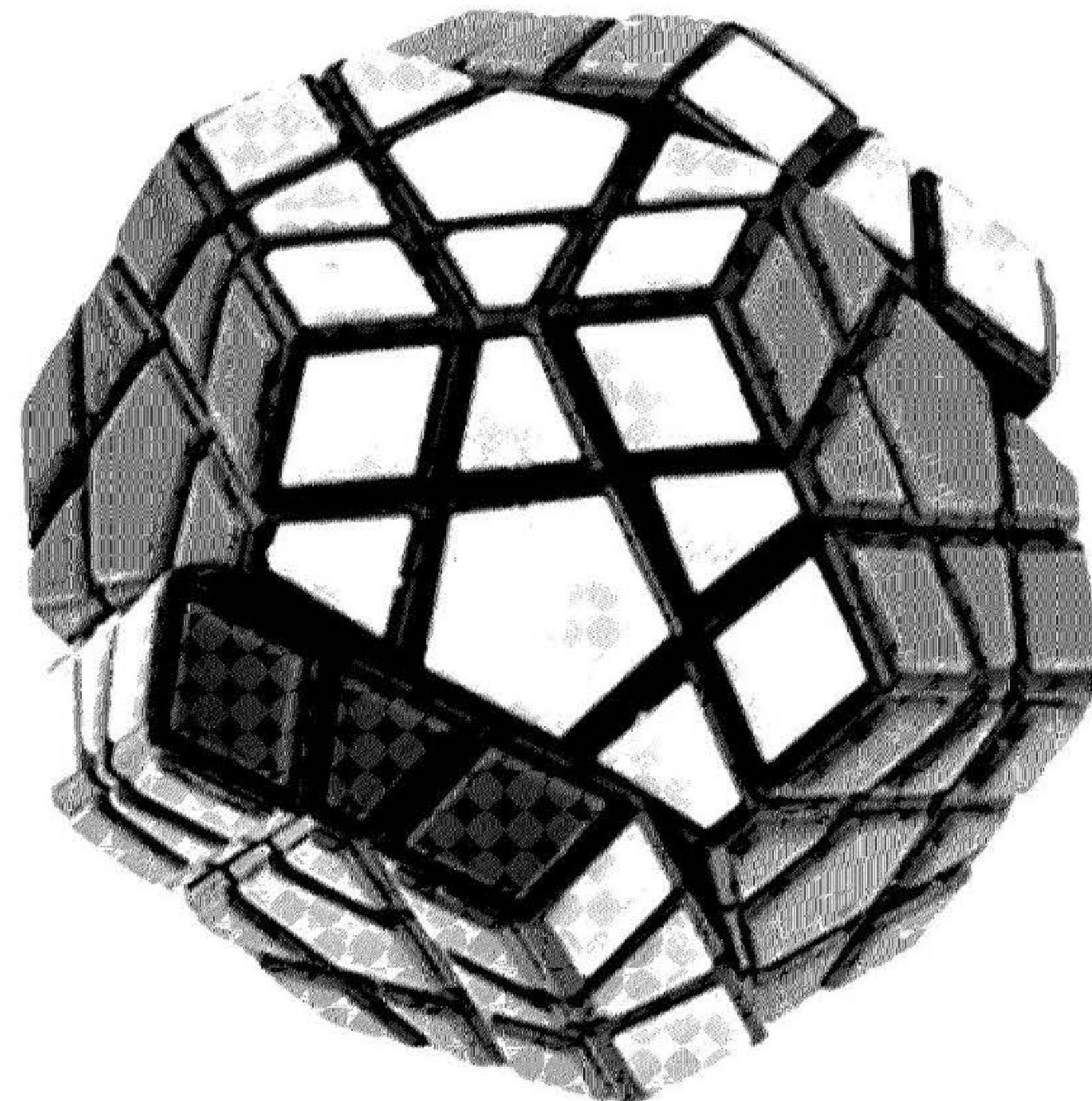
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- Winning bid is the one passed to DFP, and competes with direct AdX

ublisher benefits

- **Monetization** - Increased CPMs (generally 10%-30%)
- **Transparency** - Get the real value of every impression
- **Speed** - Avoid passbacks and decrease latency
- **Efficiency** - Avoid manual maintenance of waterfall
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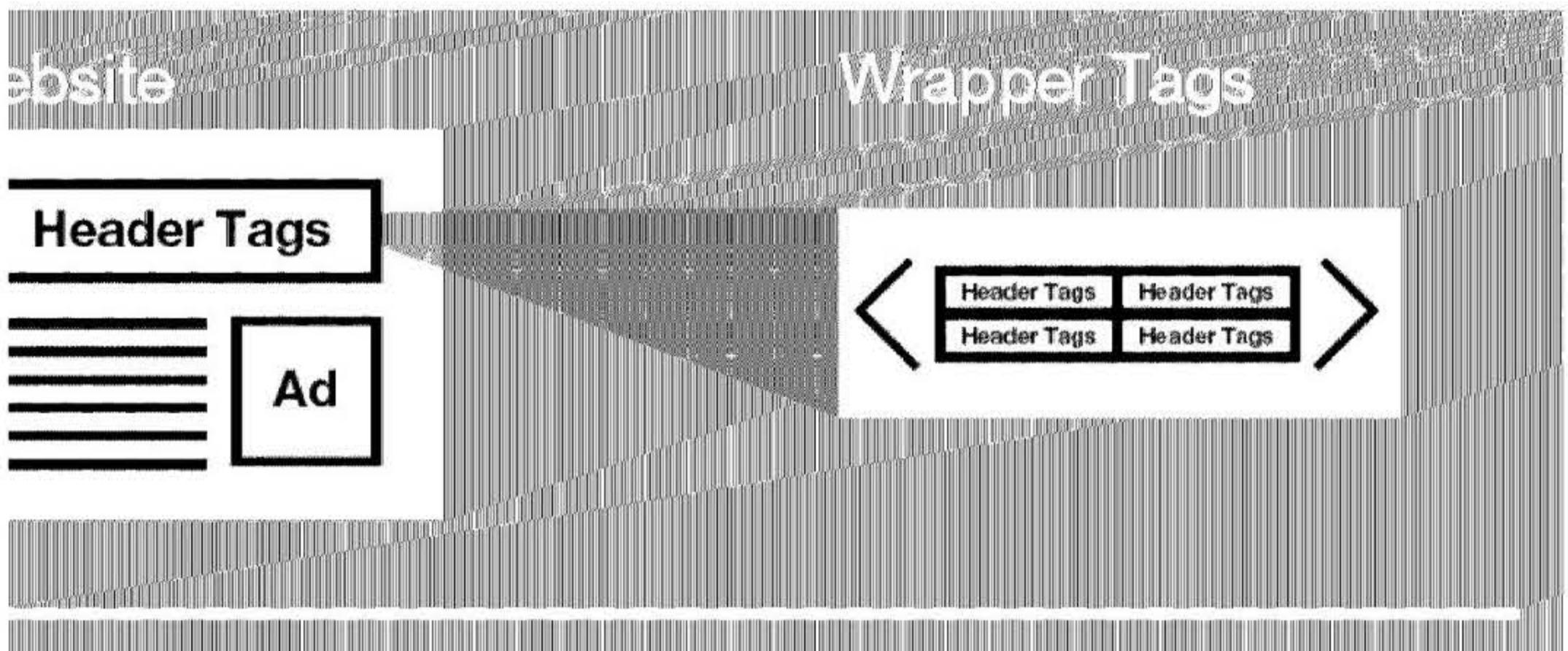
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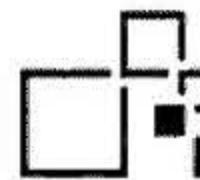
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SSP/Exchan ges

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 INDEX EXCHANGE

 rubicon PROJECT

 OpenX

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 AOL.

 sonobi

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 sharethrough

 NATIVO

 YieldMo™

 YAHOO! GEMINI

Retargeting

 criteo

 A9™

Ad networks

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What's Google doing?

Dynamic Allocation

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Enhanced Dynamic Allocation

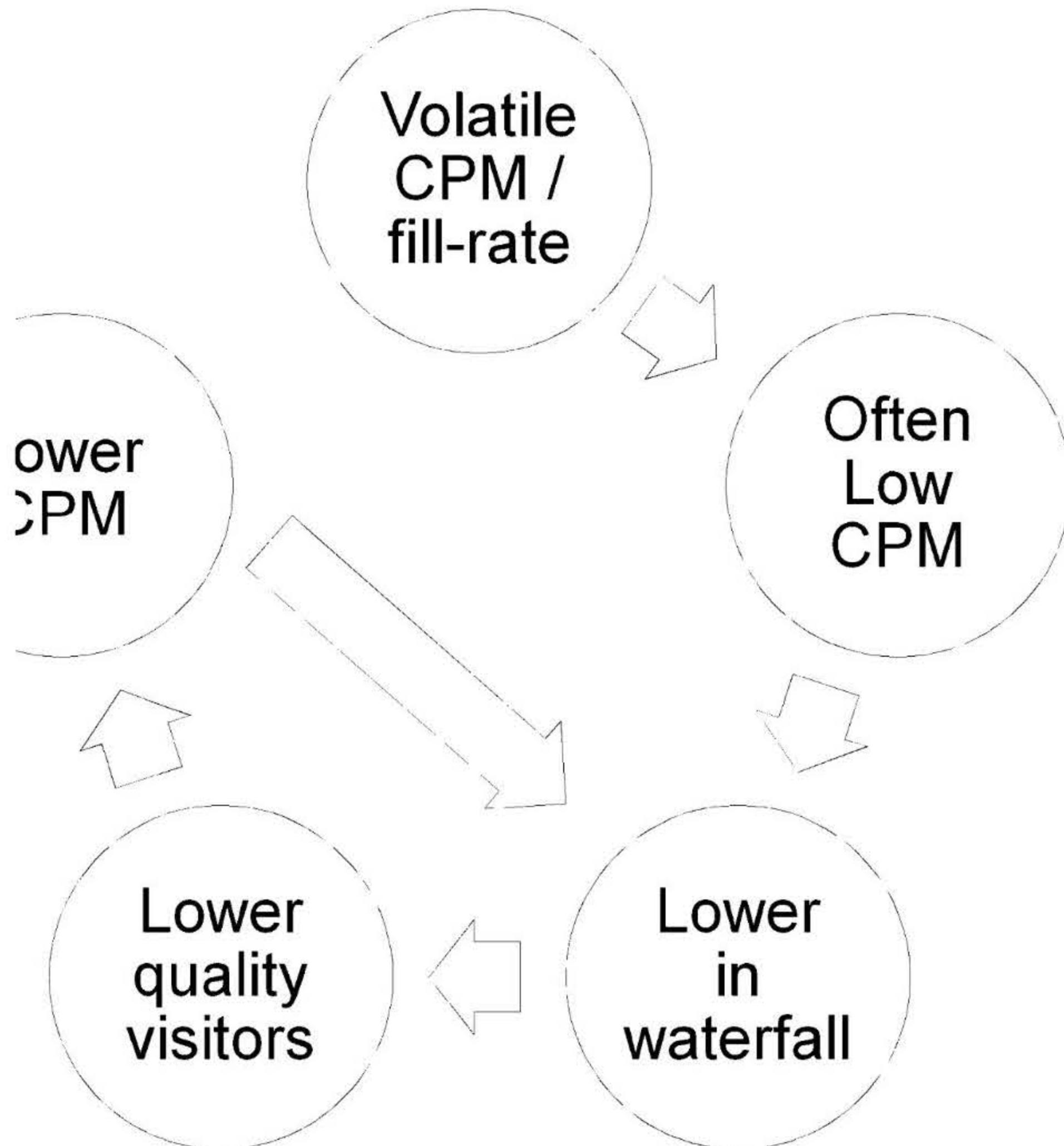
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Exchange Bidding (beta)

Multiple demand
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Beta bidders: Rubicon, Ind
Beta pubs: About, Hearst, Mer
Zillow

Smaller bidders get a fair chance...



Diply

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Fill-rate → **Win-rate**

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Working with **4-6 bidders**

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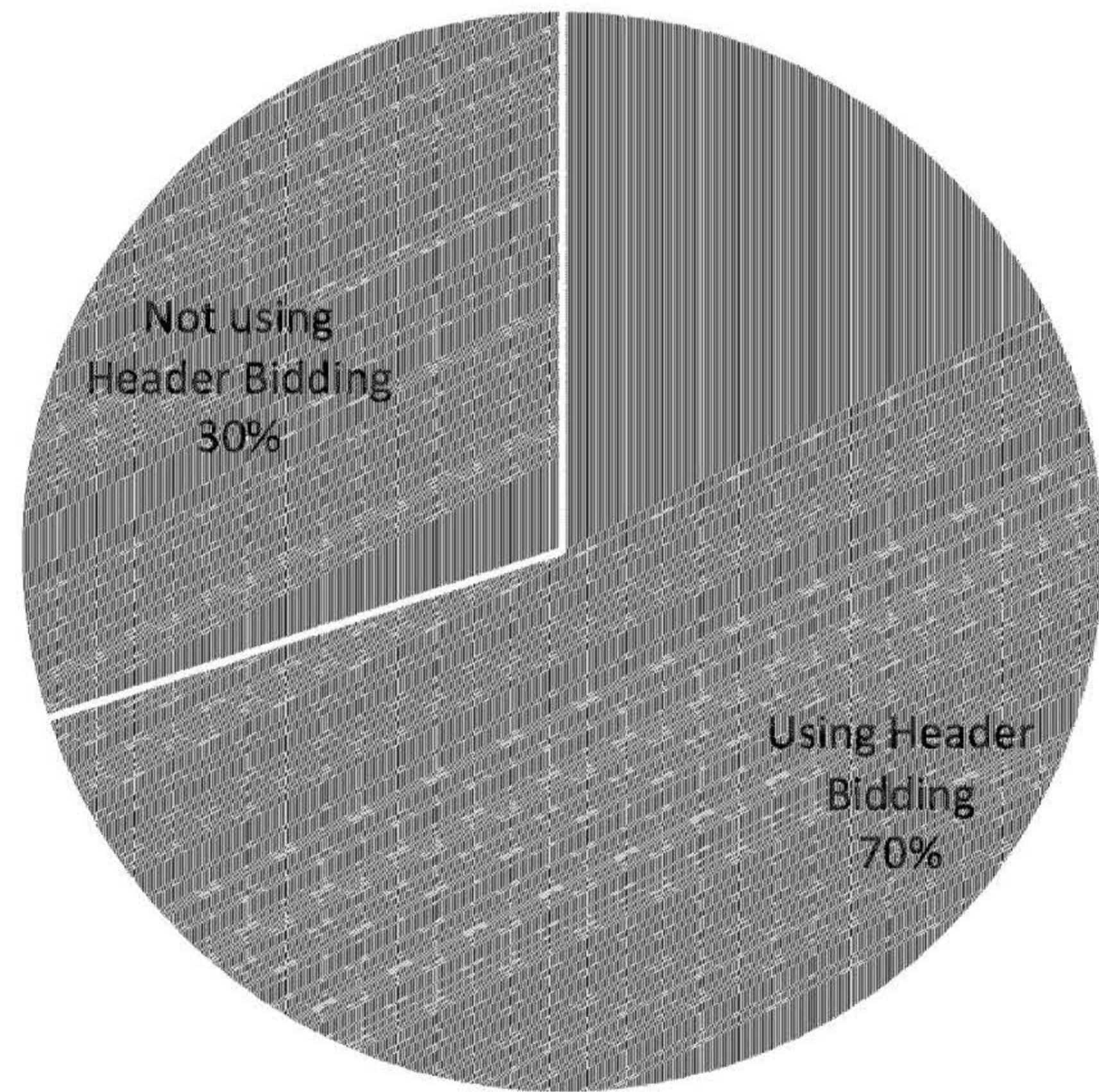
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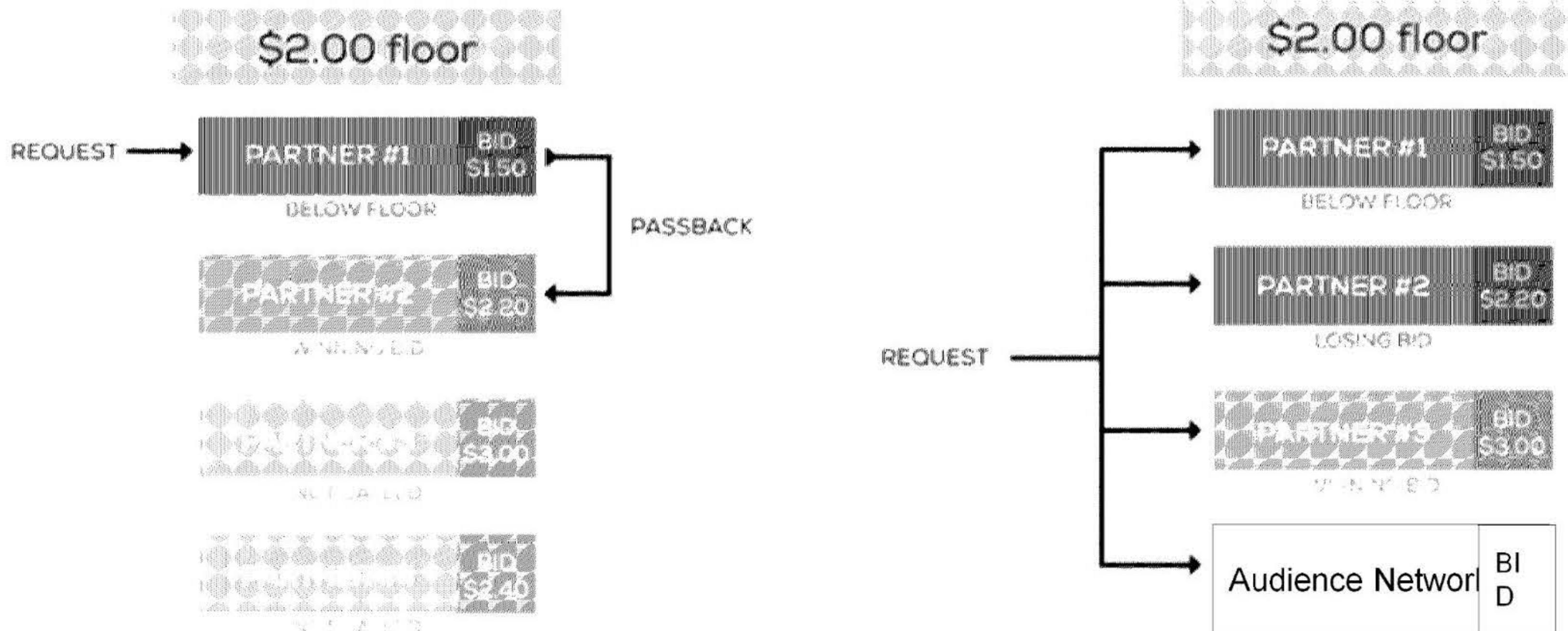
Header bidding adoption among US publishers



What's our offering?

Header bidder is an easy way to access AN demand

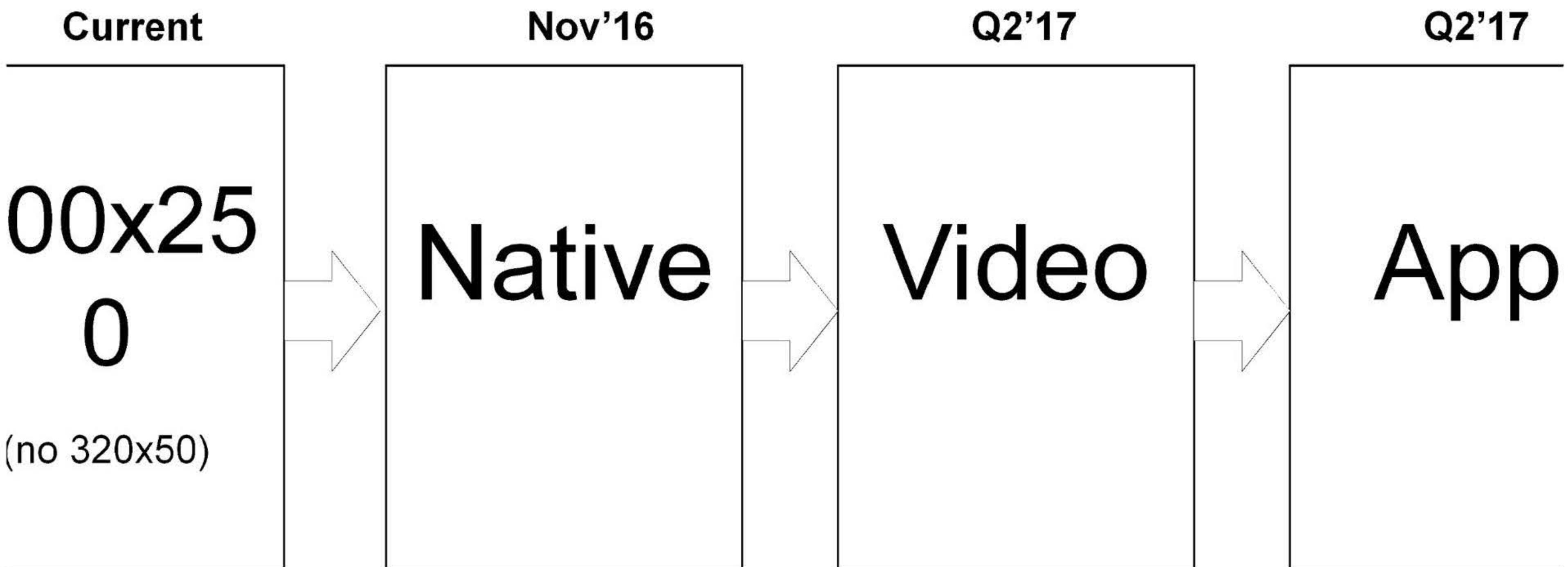
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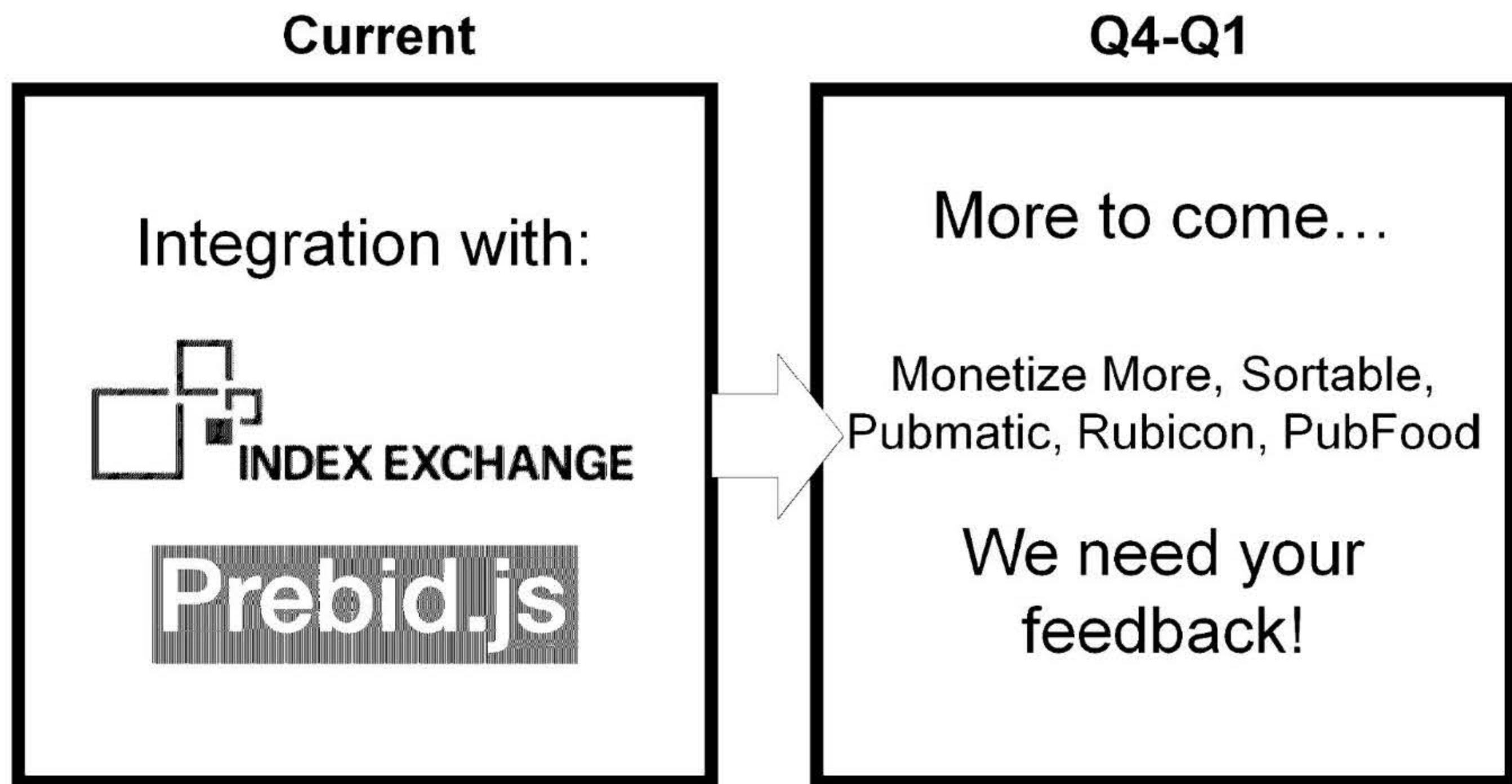
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20 publishers **INTEGRATING \ SIGNED ADDENDUM**

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Average win-rate: **10%**

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Q4 Goals

- **60** publishers
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PMM
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Intro to SA

Integration

Manag

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What we want the
publisher to know

Next steps

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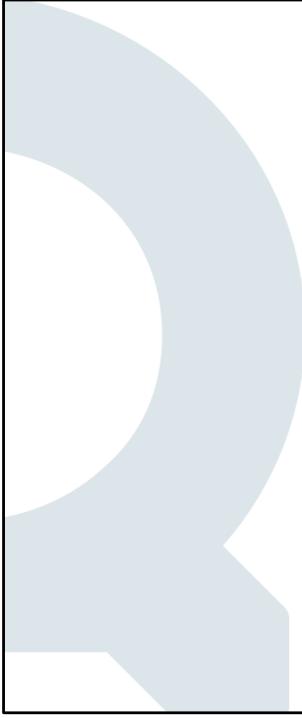
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BegAttach :
EndAttach :
LinkedParentIDs :
LinkedAttachmentIDs :
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Link Comments :
DateCreated : 3/30/2016 4:34 PM
DateSaved : 10/3/2016 2:06 PM
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DateReceived :
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To :
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by Facebook

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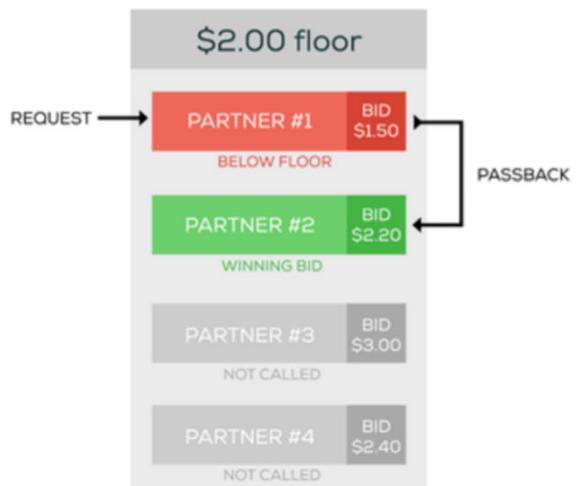
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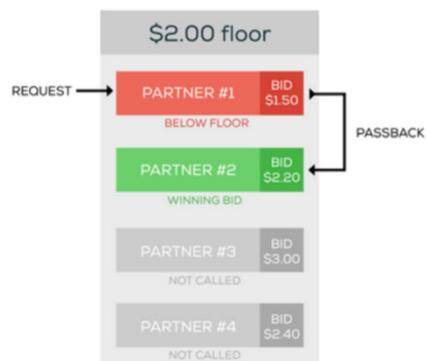
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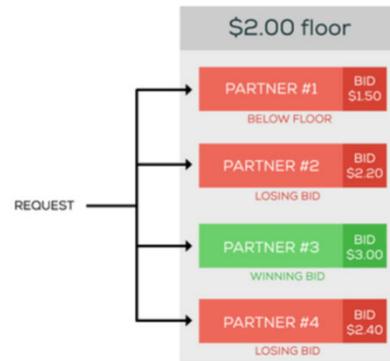
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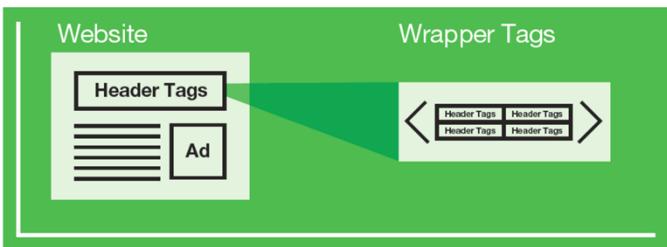
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Everyone wants to bid...

SSP/Exchanges



Native



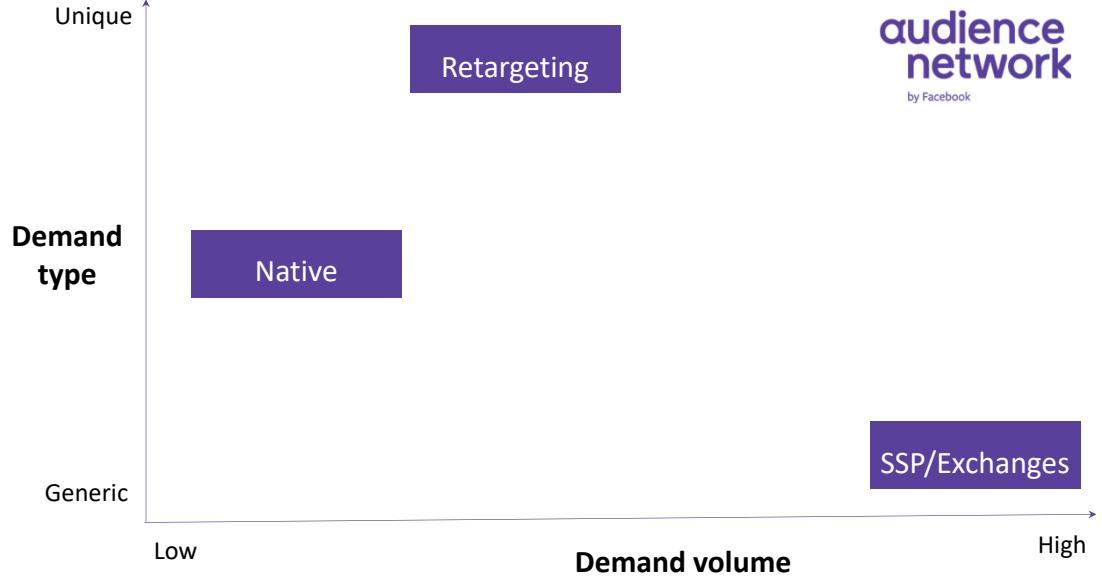
Retargeting



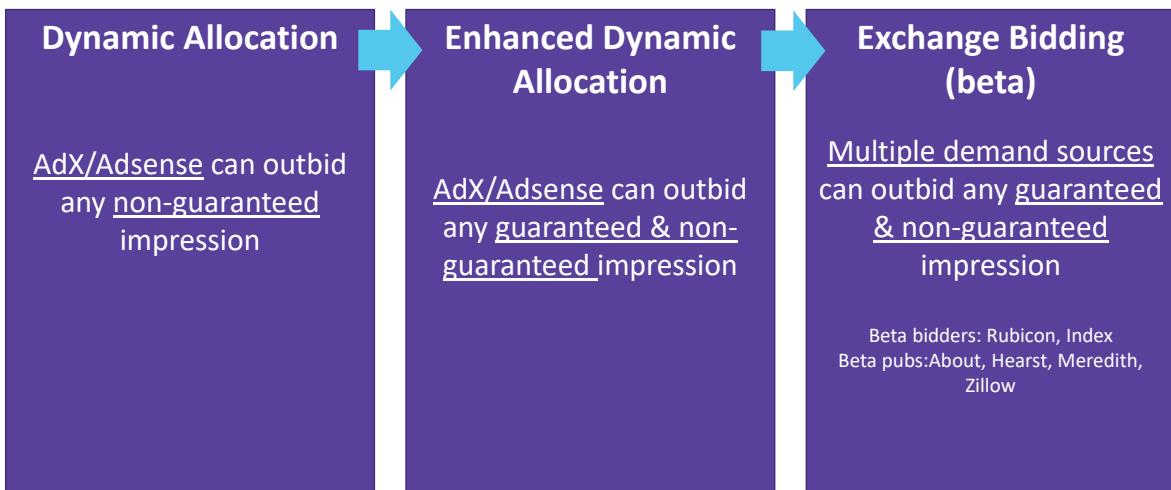
Ad networks



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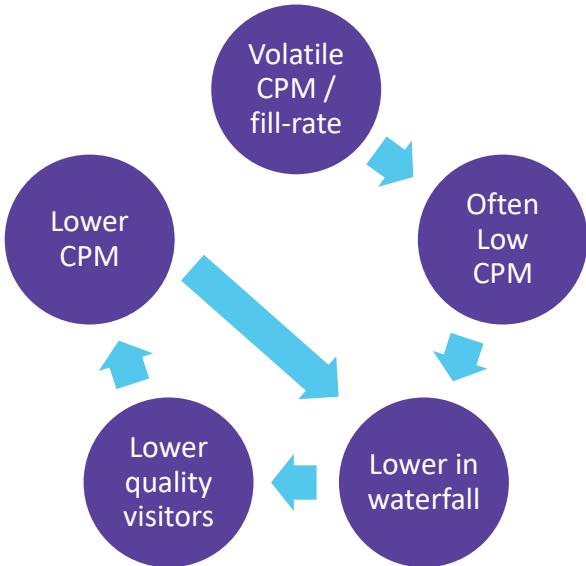


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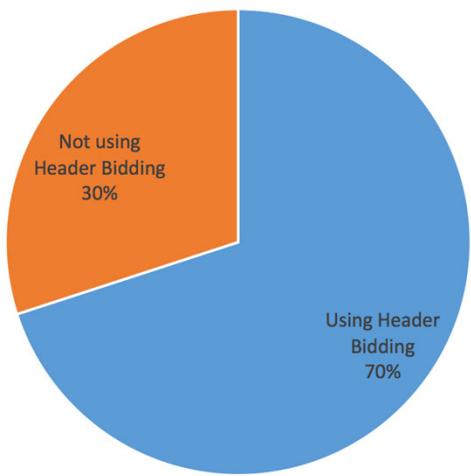
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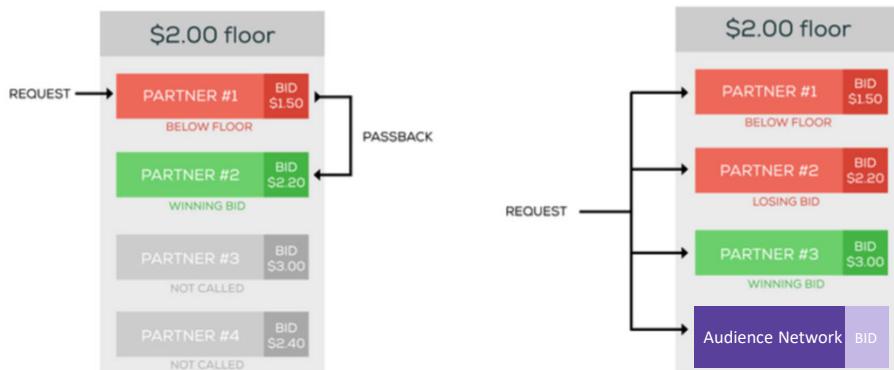
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AN header bidder is an easy way to access AN demand

WATERFALL AUCTION

vs.

HEADER AUCTION



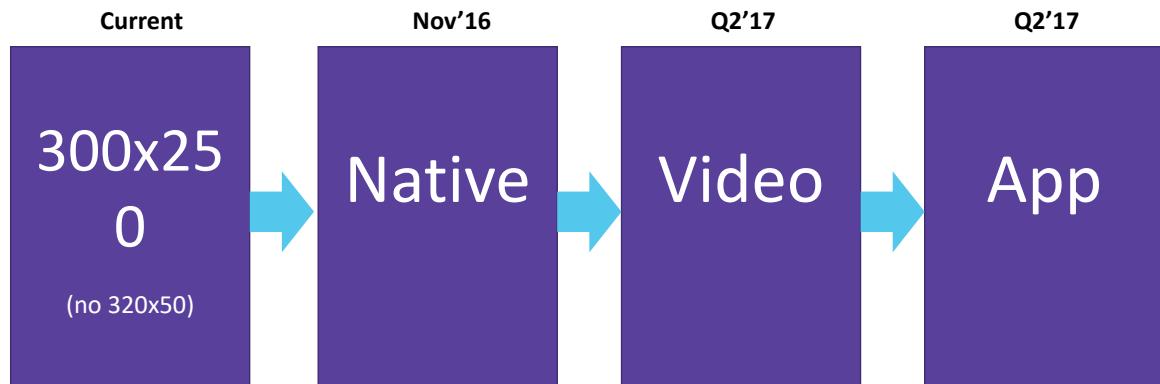
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Positioning

Audience Network header bidder introduces massive unique demand to the world of header bidding, enabling publishers to better monetize by accessing Facebook's 4M advertisers.

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Ad formats



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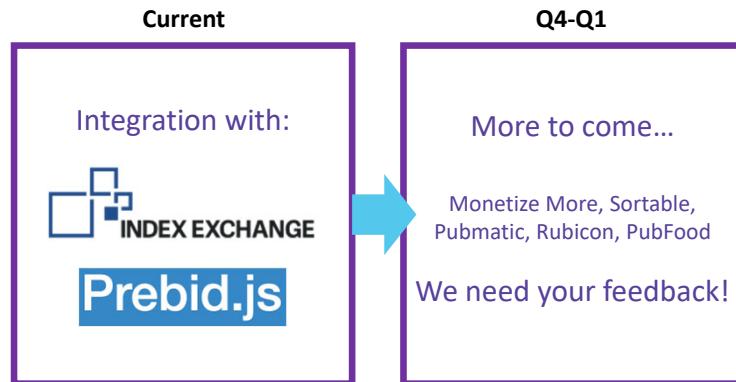
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Wrappers



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Q4 Goals

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How do we sell it?

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Ideal closed beta candidate

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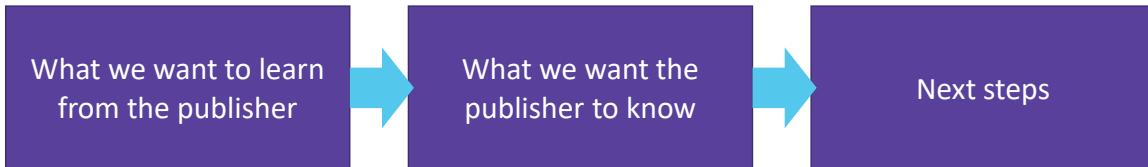
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Closed beta Process



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Intro call



- When did they start HB?
 - What impression % goes to HB?
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 - Which wrapper and bidders?
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 - Reporting
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Next steps

- Move forward with the 40 publishers that are –
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Thank you



by Facebook

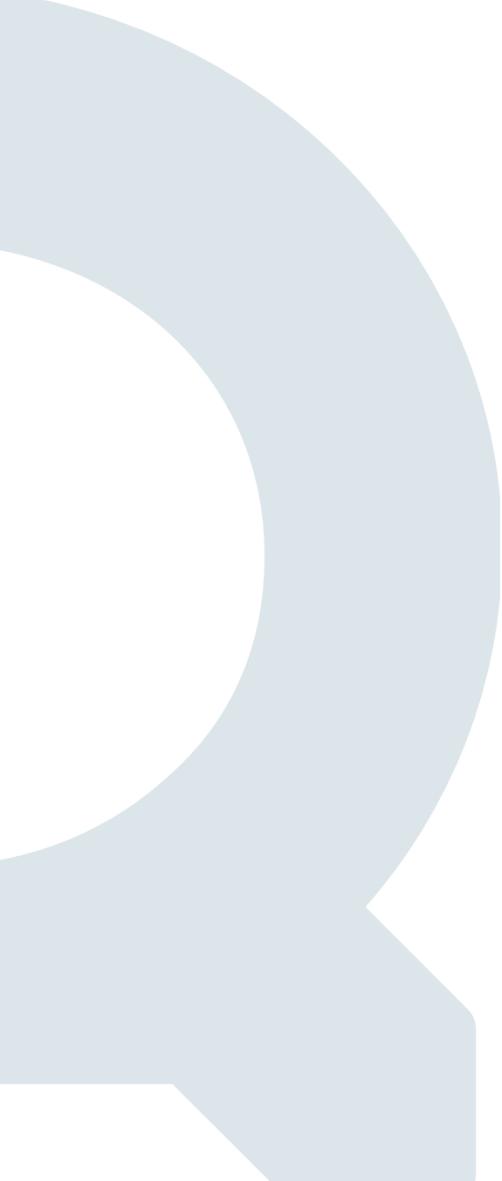
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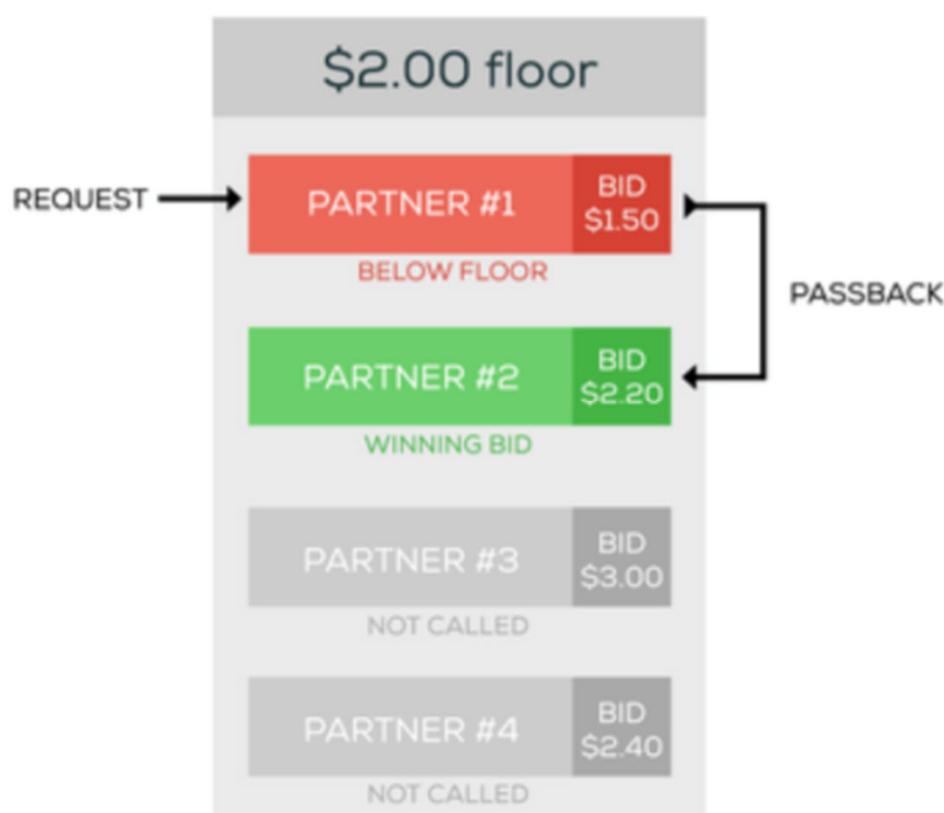
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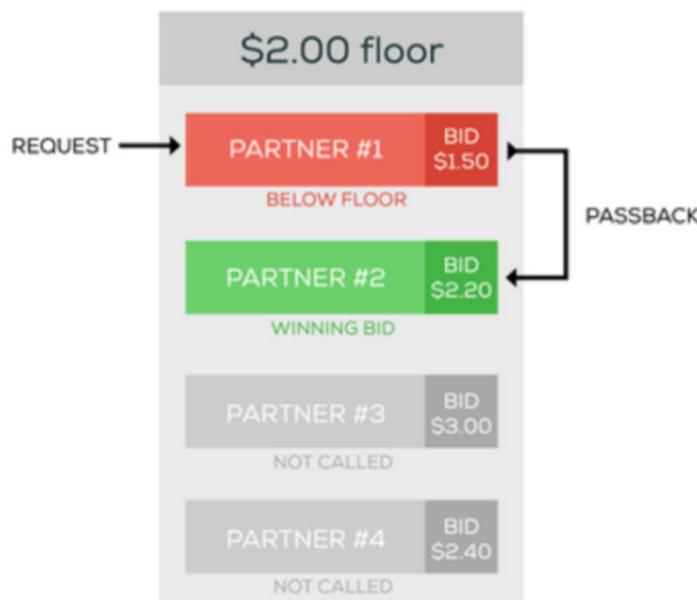
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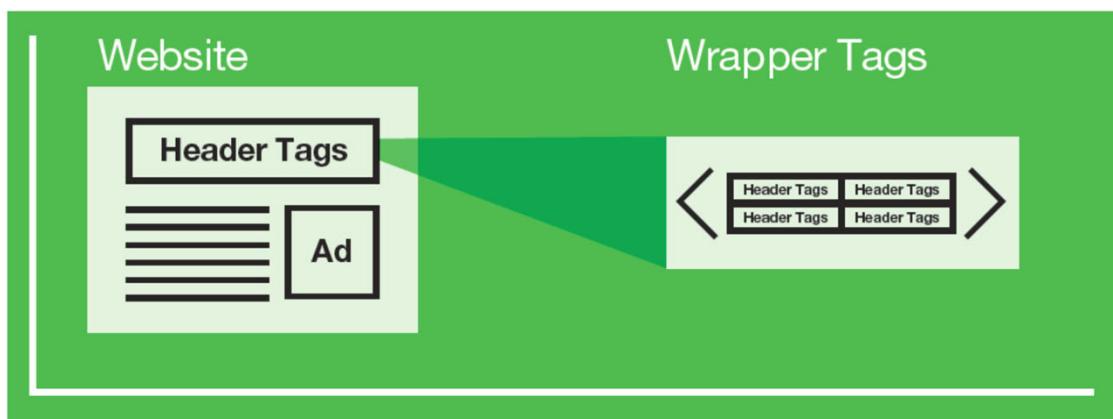
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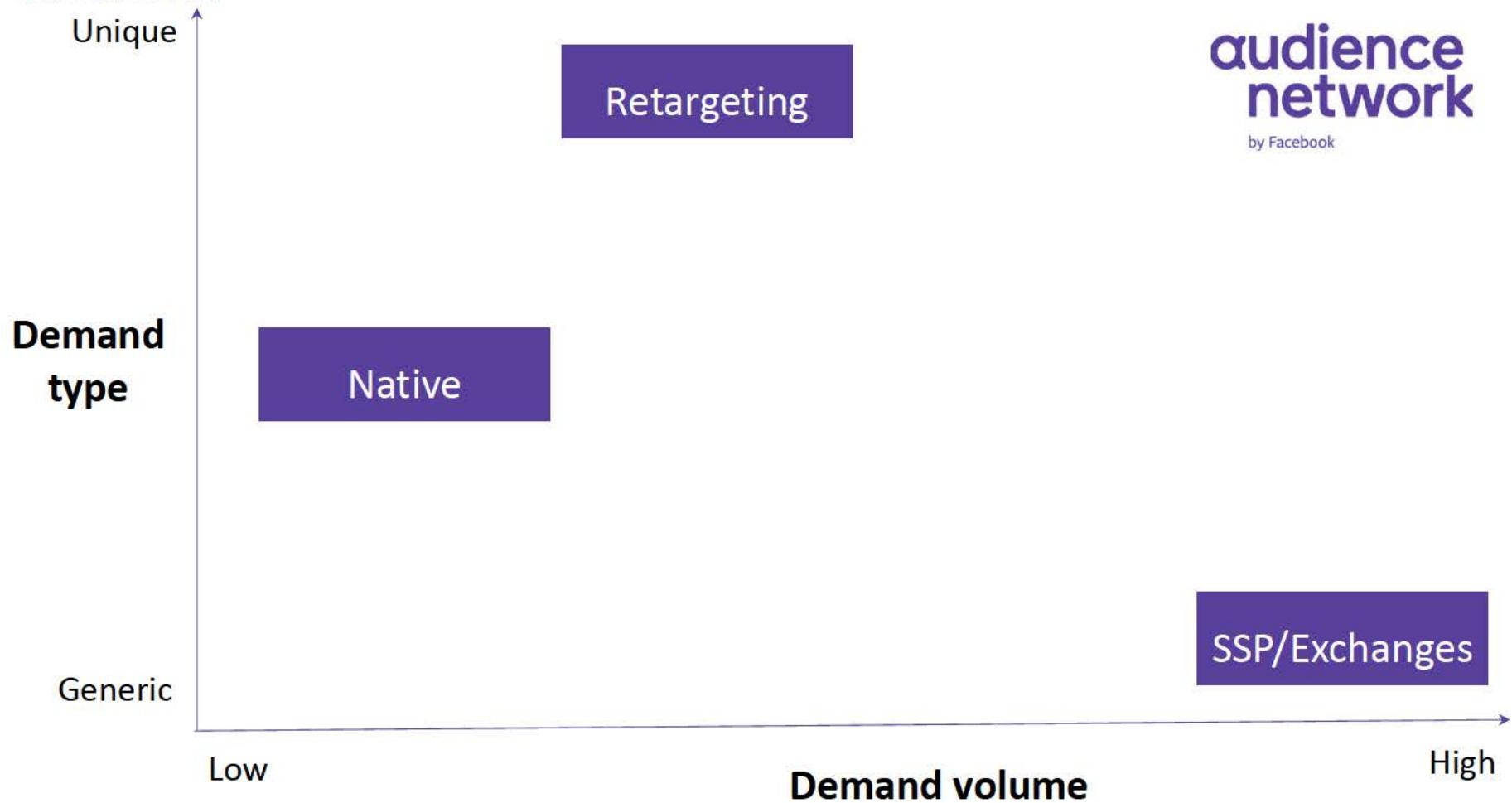
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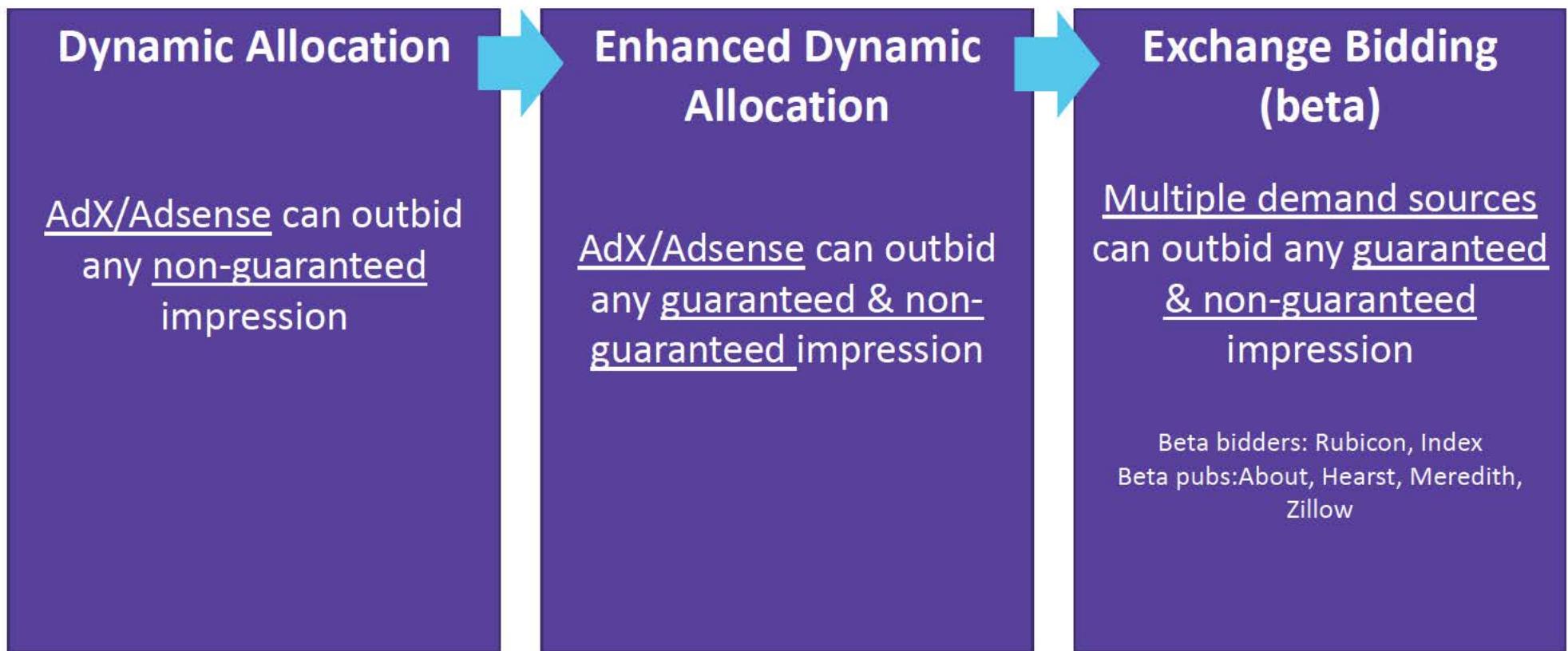
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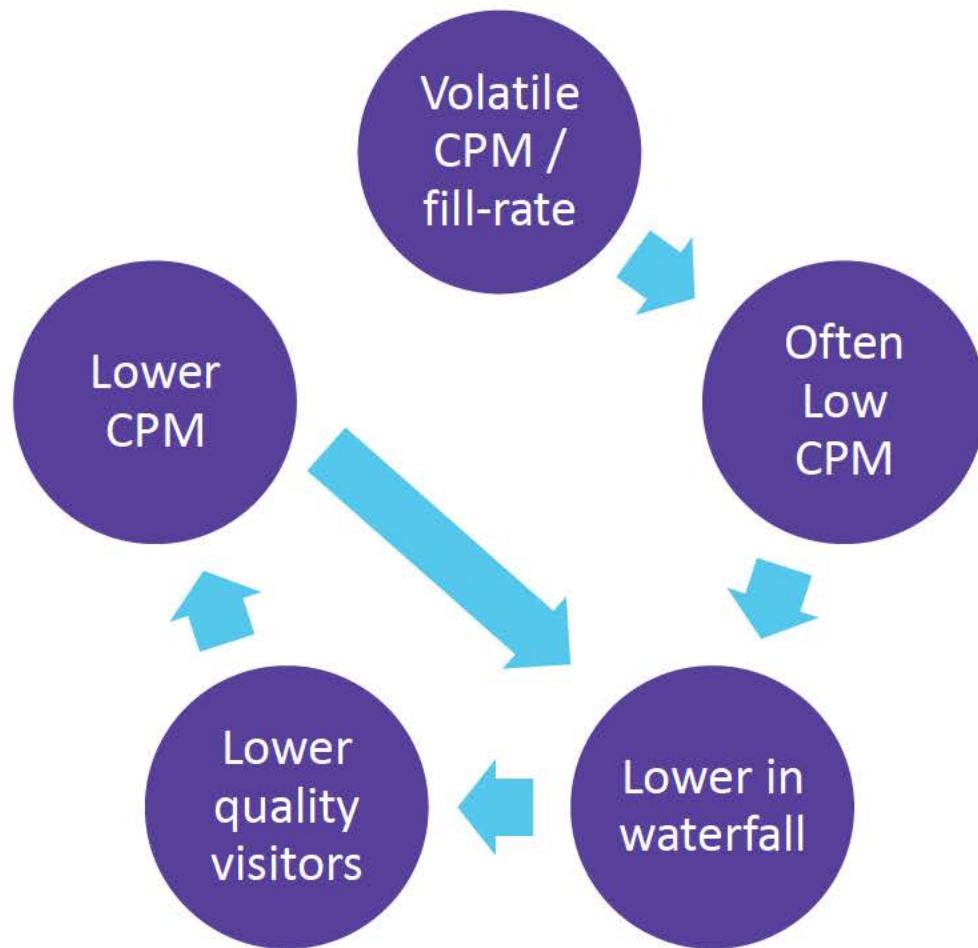
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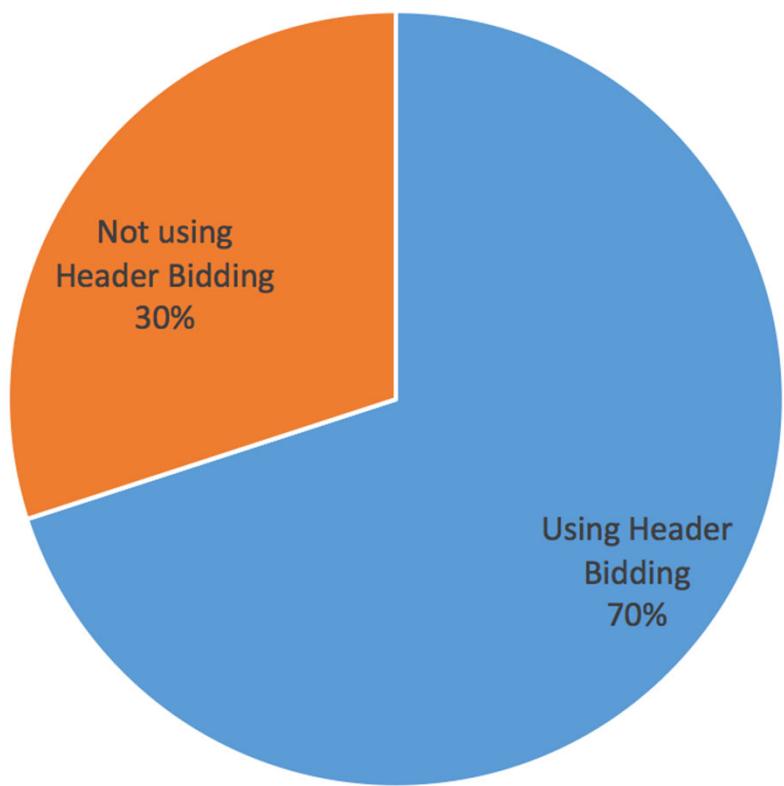
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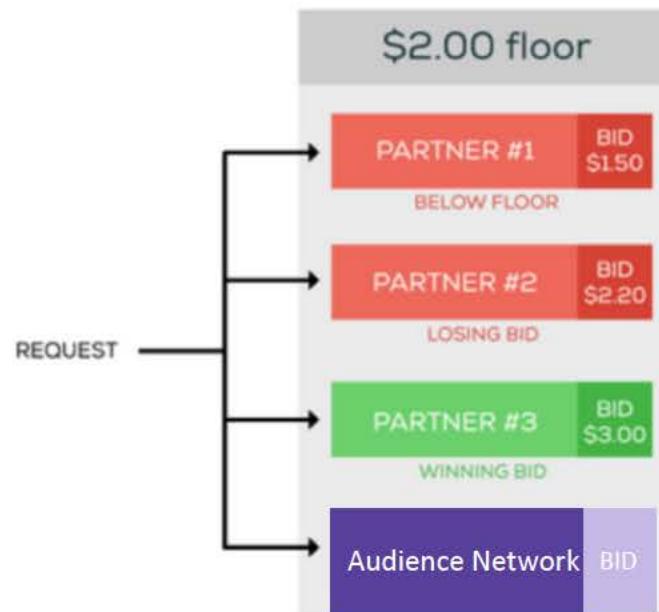
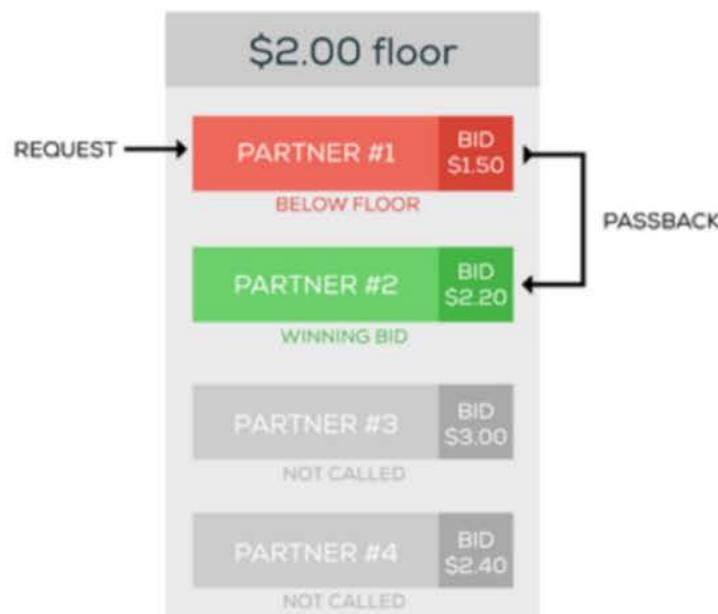
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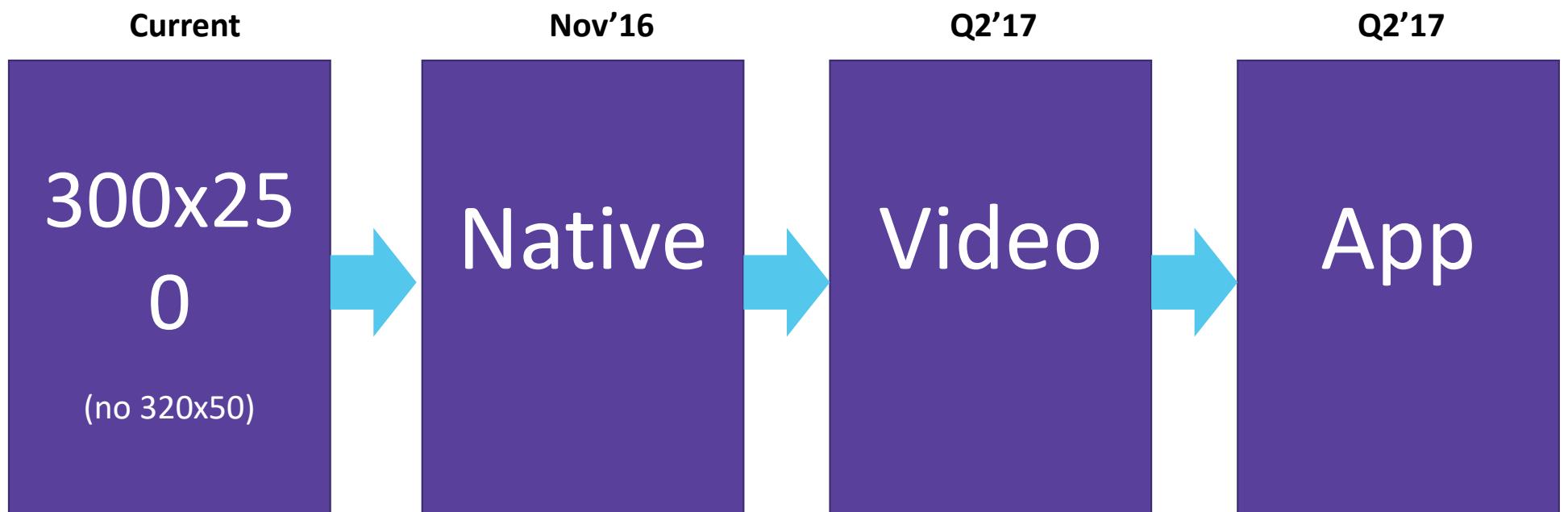
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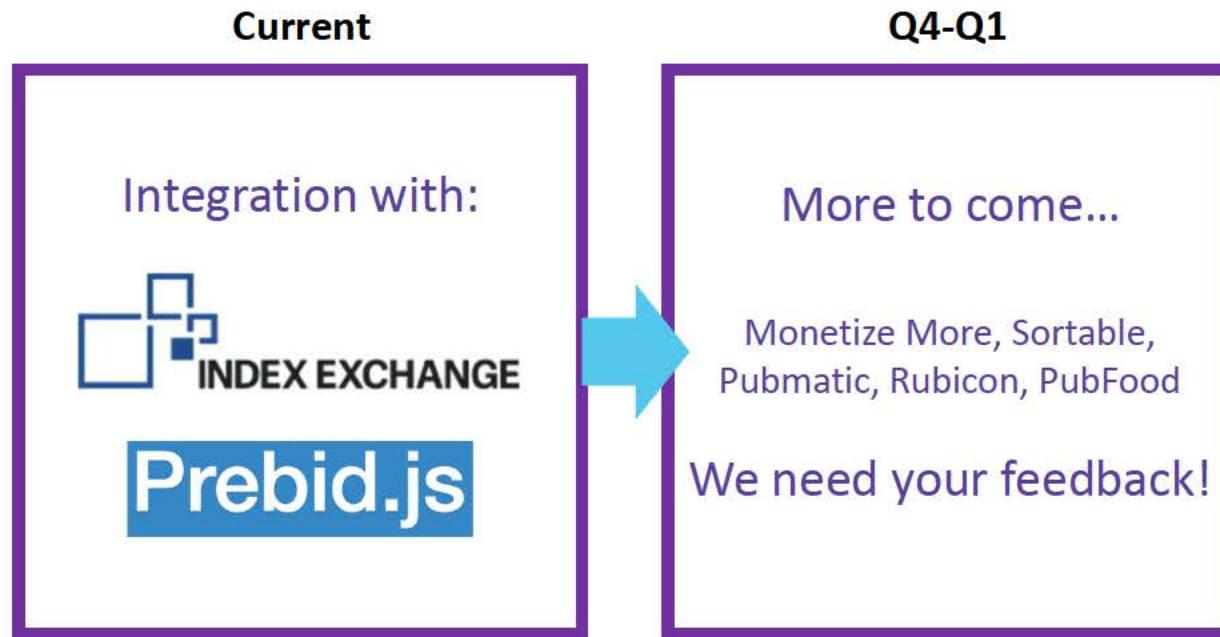
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