**Full Holistic Platform**
A fully holistic system that does away with the separation between adserver and SSP, allowing programmatic to compete against all traditional campaigns pushing revenues to the maximum.

**What are you looking for?**
- One single fully holistic solution
- Decreasing your dependency on your legacy system
- Full control and transparency

**How does it benefit you?**
- Easiest to manage
- One optimisation engine: adserver campaigns drive up price levels in programmatic
- One central reporting platform

**Server Side Enterprise Solution**
Simpler, faster and fully transparent, this option is the evolution of header bidding auction dynamics. The SSP has a priority position before the ad server, giving programmatic buyers access to first frequencies. It doesn’t limit you to its own demand, but lets you move a wide range of header partners into a single consolidated server.

**What are you looking for?**
- Simple setup without any change in your system
- Strategic low-latency setup
- More control and transparency

**How does it benefit you?**
- Programmatic gets a chance to compete for first frequencies
- Offers initial short term revenue bump

**Header Bidding**
Through header bidding, the programmatic buyers in 360 Polaris get access to the first and most valuable impressions. A piece of code is placed in the header of a page, and a simplified auction takes place on the client side with latency and user experience as challenges. All programmatic buyers can bid on an ad impression before the adserver.

**What are you looking for?**
- Simple setup without any change in your system
- Programmatic gets a chance to compete for first frequencies

**How does it benefit you?**
- Offers initial short term revenue bump

**Classic SSP**
Directly sold campaigns (except PMPs) are booked into the classic adserver with a high priority. Ad exchanges, ad networks, trading desks and retargeters are booked at a subsequent priority in the SSP.

**What are you looking for?**
- Incremental revenue on top of your directly sold campaigns
- Optimising your revenue

**How does it benefit you?**
- Proven model
- Simple low-risk setup
- Limited complexity
One Platform: 4 trading model options

Setup details

**Full Holistic Platform**
The classic adserver is fully replaced by a new programmatic adserver. All functionalities of the classic adserver are now managed and operated in combination with a programmatic auction using all campaigns available throughout the ecosystem.

**Server Side Enterprise Solution**
A code is placed in the header of a page, but the auctioning takes place in the cloud, bypassing the latency challenges that header bidding may cause. Winning bid is sent to the adserver with dynamic priority. The adserver then runs normally and serves the winning campaign based on its priority levels. All programmatic buyers (including SSPs) can bid on views before the adserver.

**Classic SSP**
The adserver sends allocated ad impressions to the SSP, which sends them to the programmatic market for bidding. Winning bid serves the ad.

**Header Bidding**
Header bidding code is placed in the header, where all auctioning takes place in a very simplified way. Winning bid is sent to the adserver with dynamic priority. The adserver then runs normally and serves the winning campaign based on its priority levels.