



Header Bidding

Get access to the first and most valuable impressions

Our Solution

Through header bidding, the programmatic buyers in 360 Polaris get access to the first and most valuable impressions. All programmatic buyers can bid on an ad impression before the adserver.

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

Your Opportunity

You have **your own classic setup** and **yield optimisation team**, and you are looking for:

- ✓ A first step towards holistic setup
- ✓ Tactical setup for quick wins
- ✓ Optimising revenue between technology partners

Your Benefits

- + Simple setup without any change in your system
- + Programmatic gets a chance to compete for first frequencies
- + Offers initial short term revenue bump

360 POLARIS

Price & revenue Transparency

No hidden fees

Maximum Revenue

Programmatic and direct compete in a single auction
Smarter automated inventory management

Content Provider Focused

No conflict

Independent Partner

A neutral platform that works well with any kind of buying tech (example: Progr. Guaranteed)

Quick Facts

Improve Digital is the All-in-One Advertising Platform for Publishers, Content Providers and Broadcasters.

Improve Digital's mission is to build smart, efficient, and responsible digital businesses for its enterprise customers. It creates the technology that makes advertising marketplaces possible. Content providers, digital publishers and broadcasters use that technology to monetise their video, mobile and web advertising inventory.

The company works with over 250 of the world's top media owners, an audience of more than 600 million unique visitors and, through them, supports the efforts of 112,000 advertisers each month. Improve Digital is a Swisscom company with offices located in London, Amsterdam, Munich, Antwerp, Milan, Barcelona and Paris.



Founded in 2008



10 Years Experience



+ 5 000 Buying Partners



+250 Content Providers



160 Employees



+ 112 000 Advertisers



+ 20 Billion Impressions per Month



8 Offices across Europe

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