Prebid.js Overview

Prebid is an open-source, feature-rich, header-bidding solution for the open web.

Waterfall Auction Bid Floor: $3.00
Bidder 1: $1.70
Bidder 2: $3.10
Bidder 3: $2.40
Bidder 4: $3.75
Bidder 5: $2.25
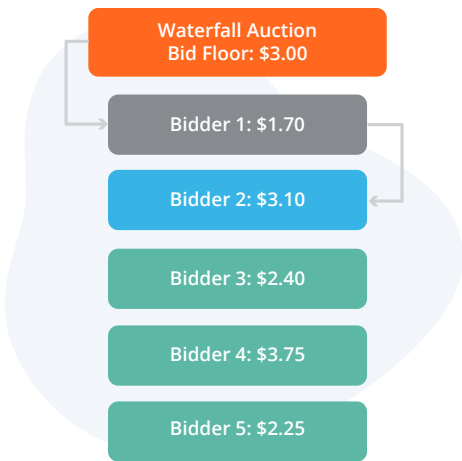
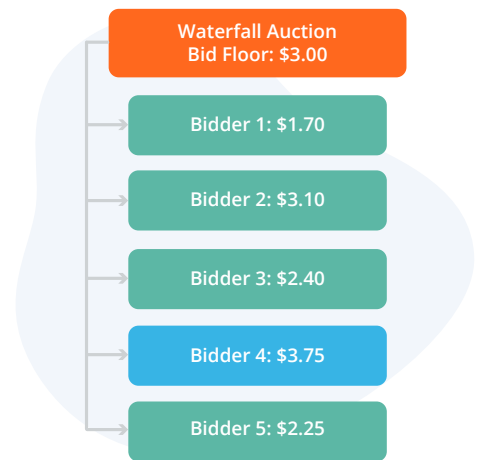## Back to the basics: What is header bidding?

In a traditional waterfall, the auction takes place with a bidding hierarchy on the ad server. Because bidding happens in order, advertisers further down the waterfall (who might have been willing to bid higher than the winning bid) don't get a chance to bid at all.

The publisher misses out on this revenue potential, and the marketer misses out on the placement.

Header bidding offers a more fair alternative.

Header bidding is a real-time pre-auction that enables multiple ad exchanges to bid on the same inventory simultaneously. The highest bid wins.

Prebid is an open-source option for header bidding, which makes it easy to integrate and easy to adopt. With Prebid, the winning bid from the header auction then gets the chance to compete on the main ad server auction.

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What is Prebid.js?

Prebid.js is a client-side header bidding solution for the open web and Desktop Web/Mobile Web OTT applications. Other Prebid offerings include Prebid's own server, and Prebid Mobile for inapp header bidding.

Using Prebid's open-source javascript code, publishers can host a Prebid header-bidding auction for display and video ads on their website.

Key advantages of Prebid.js

Prebid Mobile offers key advantages for both publishers and marketers. These include:

More Control

Prebid.js allows for control such as setting floor prices or blocking specific creative. It is also prioritized over certain inventory.

Cookie-Free Compliance

Prebid.js also supports IDs for a cookieless world.

Hyper-Direct

Prebid.js is a client side connection. This allows for more data to be passed in the bid request, which leads to higher revenue.

Greater Revenue

More competition translates to higher eCPMs. It's that simple!

Lower Latency

Prebid offers complexity reduction by simplifying the number of standalone integrations. Less weight = lower latency.
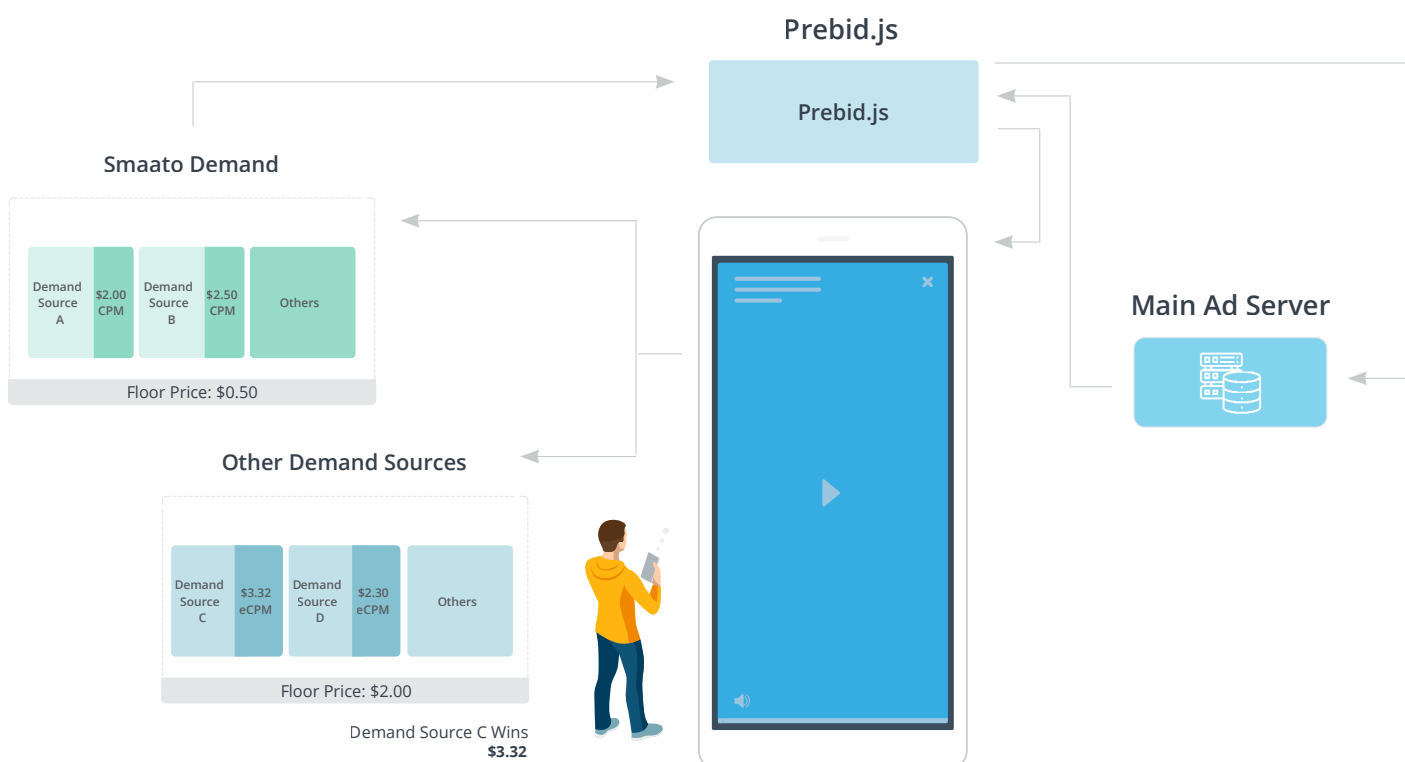
Simple Integration

Prebid.js offers easy-to-implement code. Publishers can get started in thirty minutes or less.

Smaato's Prebid.js adapter

At Smaato, we offer a Prebid.js adapter which lets publishers connect to Smaato's global demand sources, including DSPs, marketers and advertisers, agencies, and more.

> By connecting with the Smaato Prebid.js adapter, publishers get greater access to global demand, which boosts the competition – and eCPMs.

Prebid.js

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Smaato Demand

Demand Source A | $2.00 CPM | Demand Source B | $2.50 CPM | Others

Floor Price: $0.50

Other Demand Sources

Demand Source C | $3.32 eCPM | Demand Source D | $2.30 eCPM | Others

Floor Price: $2.00

Demand Source C Wins
$3.32

Main Ad Server

Whether or not you use Smaato as your primary ad server, you can still get access to Smaato's great demand, and integration is simple. Adapters create the bid requests for the bidder's server, and register the responses.
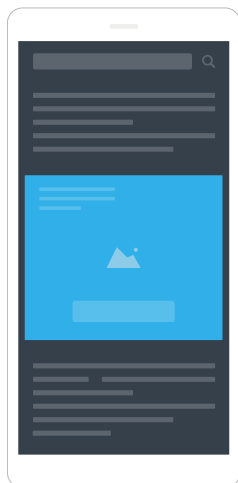
Publishers can connect with Smaato's Prebid Bidder adapter to their existing hosted server. They can then start to enjoy increased fill, higher eCPMs, and access to Smaato's world-wide demand sources.
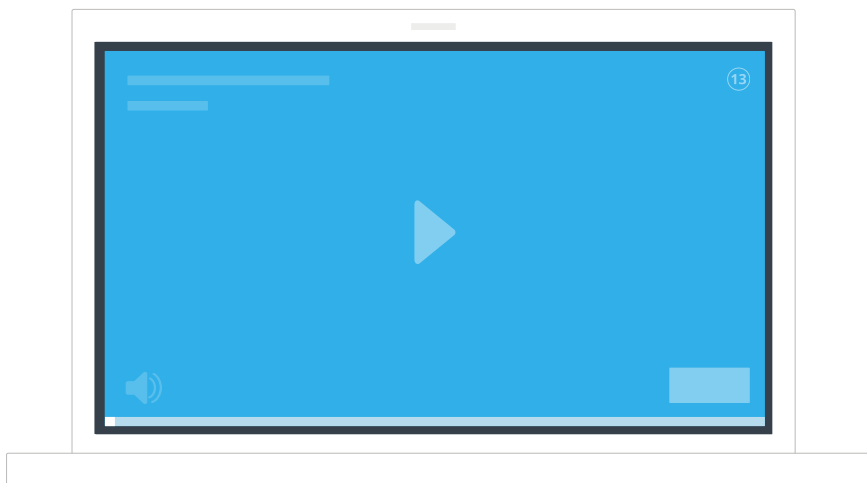
Smaato's Prebid.js Supported ad formats

Smaato's bidder adapter supports display and video formats.
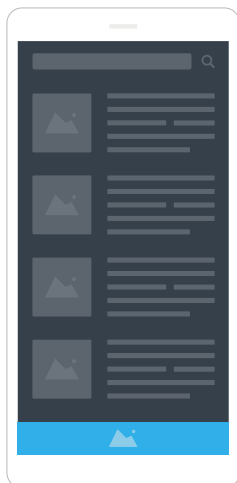
Banner	**Medium Rectangle**	**Interstitial**

Learn more

Want to learn more about header bidding solutions, including Prebid Mobile? Check out our resources page, where you can download complimentary overviews.

Download Prebid.js

Ready to get started? You can download Prebid.js here.
Start Monetizing with Prebid.