Prebid Mobile Overview

Prebid Mobile is Prebid's SDK Header-Bidding Solution. Learn how you can increase demand and improve your revenue with little lift.

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 header-bidding solution. Designed for mobileapp publishers, Prebid Mobile's open-source library offers an end-to-end alternative to the classic waterfall.

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

Prebid Mobile

Prebid SDK offers publishers an opportunity to connect with many demand sources using light-weight adapters, rather than juggling multiple SDKs.

> By downloading Prebid SDK, publishers can **centralize all demand sources**, and tap into new demand using adapters.

This helps lessen manual workloads, app weight, and latency issues. Plus, bids compete directly with your primary ad server, boosting competition – and eCPMs.

> At Smaato, we offer a **Prebid Server Adapter**. Simply connect our mobile adapter to any Prebid-hosted server to access our unique demand sources.

Why Prebid Mobile?

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

A Level Playing Field
Prebid creates a fair auction, with equal access and opportunity, giving marketers a fair first look.

Centralized Demand
For publishers, integrating with Prebid SDK means access to unique demand from Smaato, as well as other ad exchange demand partners.

Higher Revenue
Increased competition means higher eCPMs, boosting publisher's profits by up to 20%.

Server-Side Management
With server-side configuration, Prebid Mobile lightens the lift, eliminating the need for updates.

Easy Integration
Get started in 30 minutes or less. Prebid Mobile's iOS and Android SDKs are easy to integrate and lightweight: 3.5MB and 2.9MB respectively.

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

Use Case

In March 2021, one of our publishers — an entertainment app featured user generated content with 10+ million users — decided to test out Prebid Mobile. We'll call them Publisher X.

Publisher X wanted to test out different header-bidding solutions. Like many other publishers, they wanted to help address latency issues, increase revenue, and reduce line items. Instead of managing multiple waterfalls, the Prebid header-bidding solution would offer a smart alternative.

After downloading the Prebid SDK, Publisher X easily connected to Smaato's demand via the Smaato Prebid Adapter. In just a matter of days, they began to see results.

> Publisher X saw a **21% increase** in revenue in less than a month, and a **17% increase in eCPMs from Smaato Alone.**

The was purely additional revenue for Publisher X – the Prebid Mobile SDK did not cannibalize their other monetization channels.

> For publishers looking to reduce latency, centralize demand, and increase revenue, Prebid Mobile and Smaato's Prebid Adapter offer a promising opportunity. Plus, Smaato's adapters are compatible with all Prebid-hosted servers.

Download Prebid SDK

To get started, download Prebid's SDK. There are a few options for integration, and Prebid makes it easy to download for both iOS and Android. Get Started.