To Do List:

Header
Bidding

PubGalaxy
Header Bidding

The Hassle-Free Ad Technology For Publishers

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How Does Header Bidding Work?

Standard DFP setup
with Google AdX Dynamic Allocation

Top Leaderboard @ $3.00 floor

Wins the bid and pays $3.01, under the rules
of second-price auction (a cent above the floor)

$3.25 Google AdX bid

Not called
$3.00 Demand source A bid

$3.75 Demand source B bid

$3.10 Demand source C bid

DFP Header bidding setup
with Google AdX Dynamic Allocation

Top Leaderboard @ $3.00 floor

$3.00 Demand source A bid

$3.75 Demand source B bid

$3.10 Demand source C bid

$3.25 Google AdX bid

An auction is held in the page header

The winning bid activates a line item in
DFP and sets a floor price, to which all
other bids must compare. Since there are
no higher bids, $3.75 wins.

Header Bidding Advantages

True competition increases overall earnings.

Comparing actual bid prices eliminates the
guesswork, associated with the standard Waterfall.

Limiting inventory bouncing between different
demand sources greatly reduces discrepancies.

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The PubGalaxy Header Bidding

REVENUE UPLIFT

Publishers using our proprietary header bidding technology see a substantial revenue uplift of 15% - 40%.

PREMIUM DEMAND

Our one-stop-shop solution combines the infrastructure and demand which publishers need to fully leverage header bidding, and maximize their earnings.

YIELD MANAGEMENT

Our proprietary optimization engine gives us insights about the bidding landscape, based on compound multi-sourced data and our yield team would constantly optimize your header bidding setup to achieve the best results.

UNIFIED REPORTING

You'll be able to track results through a single powerful interface, which provides detailed performance breakdowns by geo, ad unit, device, etc.

EFFORTLESS SETUP

With PubGalaxy, you get the complete "no-hassle" header bidding experience. All you will need to do, is paste a single line of code into your header. We will take care of any setup changes or updates and manage day-to-day troubleshooting.

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Frequently Asked Questions

Q: Why is PubGalaxy's header bidding technology better?
A: We not only combine infrastructure and premium demand into a single easy-to-integrate solution, but we also provide constant yield management, which ensures high results.

Q: How are you dealing with latency?
A: Our technology allows for precise timeout control, which is set based on website specifics and publisher preferences. That way we ensure high revenue without compromising user experience and page load times.

Q: Can you explain the setup process in more detail?
A: We are quite flexible with the setup options we provide for header bidding. The one we recommend, based on the results we've seen so far, is hard-coding our tags. However, if you would like to explore other integration options, we'd love to jump on a call with you and discuss what would be the best fit for your property.

Q: Do I have to comply with any technical requirements in order to use PubGalaxy's header bidder?
A: You need to use a DFP ad server or hard-code our wrapper directly on your pages. If you have ad spots that flex, our Header Bidding solution could be used for only one of the sizes that the spot supports, selected by you.

Q: How much more can I expect to make with PubGalaxy's header bidder?
A: On average, our publishers are seeing a 15% - 40% increase in overall revenue.

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