

Pre-bids: game changer or old school?

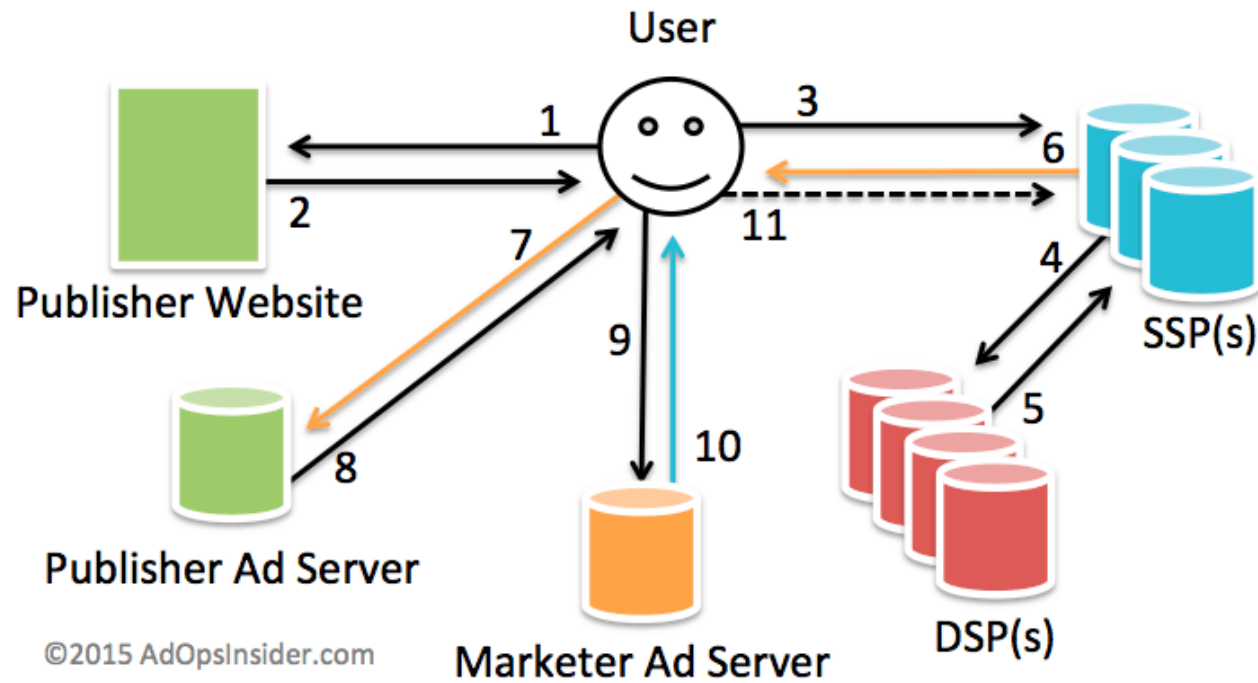
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Giovanna Loi, Managing Director, Xaxis

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How Header Bidding Integrations Work



Standard Ad Calls / Redirects	→
Bid Value Passed	→
Final Ad Creative	→




You make more money when you include more bidders!

prebid.org

Some individual users have extremely valuable profiles, so many companies are willing to pay far more than your internal salesforce can realize.

[businessinsider.com](https://www.businessinsider.com)



The first ad-view of a user is more valuable than the second because a user is more likely to click.

almost everyone