underdogmedia

All Things Prebid

Underdog Media Implements Custom Header Bidding Solution
To Eliminate Latency And Maximize Yield

Underdog Media uses prebid.js to build a custom header bidding solution for faster and higher yield.

With the Underdog Media Custom Adapter, you will have access to multiple demand platforms, consolidated reporting and the ability to deep-dive into data via UDM custom analytics.

UDM's custom header bidding solution is built on our own technology, holding a true open auction within our ad units. Our custom adapter accesses the same library of demand that our EDGE by UDM product utilizes to drive incremental revenue with higher CPMs. Because EDGE by UDM is a viewable and engaging format, we are able to sell these attributes to brands and buyers via PMP and Deal ID buys through our connected DSPs and Exchanges.

We serve over two billion monthly impressions and have solid relationships with top-level exchanges, providing access to bidders and advertisers that are otherwise not available to an individual site within the same exchange. **However, this demand is only available via the custom adapter.** While there is still demand available through our standard adapter that is available for download on prebid.org, we recommend the custom adapter to publishers running a prebid adhesion or sticky auction to access the premium demand that we pass via EDGE by UDM.

By implementing this custom header bidding solution, we create a level playing field for our various network and exchange partners. In just the first two months after implementation, a publisher's effective CPM can grow by a staggering 51%.

Implementation is easy, go to http://www.underdog.media/ to download your customized prebid.js file.

*"Among the internet's most popular 1,000 sites that sell programmatic ads, **79.2% used header bidding** in March 2019, according to ad serving company Adzerk."*

US advertisers are expected to send more than four out of five digital display ad dollars via programmatic this year, so it's logical that publishers want to capitalize on that spending with header bidding.

–eMarketer