

RELEVANT YIELD - HB ANALYTICS

Valuable monitoring
of Header Bidding setups

SOME OF OUR
CUSTOMERS:

BERLINGSK MEDIA

tori

Digital Enterprises

snackmedia

sellbranch

Futbol Sites

HB Analytics drives value for publishers and sales houses by monitoring Header Bidding setups, making sure it runs efficiently and tracking new ways of optimization.

Working with HB Analytics You'll See Results in three Key Categories:

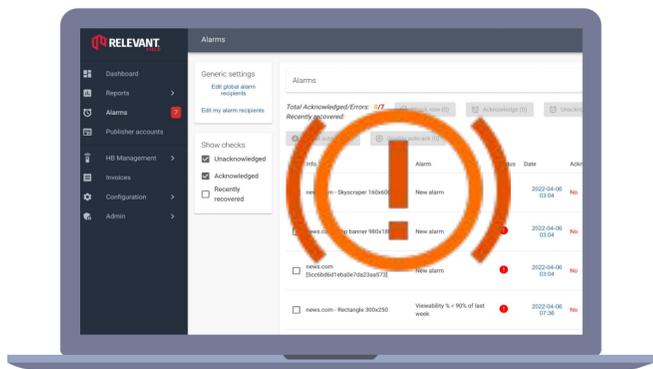
1. Real-time monitoring

- Track in real time how Header bidding setups perform.
- You can build your own bid landscape across the adapters you are running in your Header Bidder setups, something that is not even offered by all of the adapters themselves.
- All Prebid products and modules: clientside, serverside, video, mobile, AMP
- Amazon TAM & UAM performance and Prebid UserID



2. Grow revenue through data-driven optimization

- Get complex data from multiple sources, surfaced in a simple way.
- SSP, vendor and placement level performance insights to enable easy optimization and monitoring for technical errors:
 - **All Prebid metrics:** Gross Revenue, Pageviews, Adunit Requests, Impressions (Rendered), Winning Bids, Bid requests, Cancelled Bids, Avg. Response ms, Avg. Rendered ms, Timed out bids, No bid responses, Bid responses, Failed renderings, Browser, OS, Platform, eCPM, AdUnit eCPM, Pageview eCPM, Timed out Bids%
 - **Custom-built metrics:** Anything rendered on the webpage, and be turned into a measurable dimension/metric, so if you want to see performance on a particular article ID, or on Consented vs Non consented users; it can be added. This also means that revenue levels can be measured to really fit your business model.
- Utilize the PreBid metrics, or your own custom metrics, to build alarms that fit your interest in the performance; anything from Revenue, to Repsonsetimes, to Fillrates.



3. Avoid Revenue loss

- The Alarms will instantly give you information if your setups is facing issues (delays in response times, poor fill rates, traffic drops etc), and the Bid landscape will give you a proper idea about how the adapters perform on your specific parameters.
- Optimize your reaction time and your floor prices.

Next Day Media

"By utilizing the HB Manager and HB Analytics we are able to deploy and work with more websites, using less time on manual setups and setup changes. This means faster deploys, better revenue performance, faster responses and more flexibility and insights into the yielding process in general. This has enabled us to grow faster, which is directly reflected in our revenue, which has grown with 41% during 2020; during a year which the general programmatic market has struggled and seen drops with roughly 20% in certain markets."

- Vincent Batelaan, Head of Inventory, Next Day Media