

As the divide between traditional and programmatic advertising continues to narrow, truly holistic yield management requires democratization of the ad server through advanced programmatic decisioning tools.

Header bidding is a monetization tool used by publishers and app developers that exposes every impression to a programmatic marketplace in order to obtain pricing information for the ad server. 'Header bids' are then used by the ad server in the ad decisioning process, allowing sellers to make more intelligent inventory allocation decisions between traditional and programmatic demand.

Drive Better Results

Gross Revenue

↑ up to **500%**

CPM

↑ up to **200%**

** Results from beta customers over a selected period of time*

Let FastLane, Rubicon Project's next generation header bidding solution, take you to the next level—faster, farther, now.

For Sellers

Circumvent the traditional waterfall hierarchy for increased yield and reduction of passbacks



For Buyers

Gain higher priority access to audiences at scale for better ROI on private marketplace agreements



Fueling The Private Marketplace

There is a lot of buzz in the industry right now about header bidding. However, the conversation seems focused solely on using this technology to stack as many partners as possible on the page, with the goal of forcing competition between bidders. To us, this feels a lot like the ad network optimization of the past, where sellers were doing a lot of work just to get pennies.

Header bidding with Rubicon Project is about giving sellers the same level of control in regards to their programmatic demand that they have with their direct demand. Nowhere is this more powerful than with Private Marketplace Orders.

Conventionally, the driving factor behind private marketplace (PMP) sales is the concept of "first right"—sellers striking deals with buyers to give them access to the audiences and inventory they most desire. In fact, most premium sellers attribute the majority of their ad revenue to these PMP deals. However, due to the rigidity of the ad server waterfall and the traditional placement of the PMP within that waterfall (the bottom), the complaint heard time and time again is that buyers aren't getting the scale they need, thus leaving unsold inventory and money on the table for sellers.

Through Rubicon Project's robust and industry leading private marketplace (PMP), FastLane allows you to finally offer your data and audiences at scale—supercharging the marketplace where your inventory and audiences have the highest impact.



FASTLANE

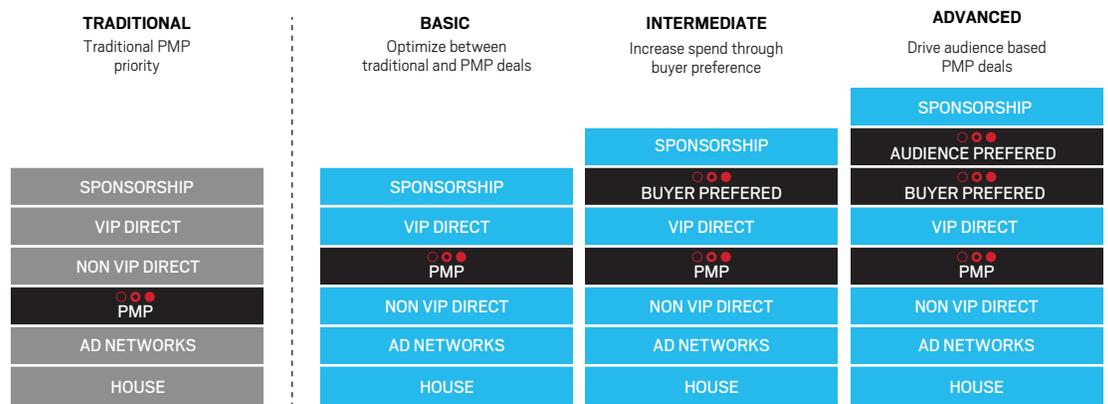
ADVANCED HEADER BIDDING

Take The FastLane

More Flexibility and Control

FastLane gives you the ability to control your programmatic deals the same way you have always done for your traditional campaigns—by allowing the prioritization of PMP deals at any place in the ad stack.

Our visual display control panel allows you to monitor your ad server and your FastLane setup to easily determine revenue generating optimizations for your deals. FastLane is flexible enough to specifically target a deal, a set of deals, or a specific buyer or audience, all using your 1st party data to ensure increased performance and spend from key buyers.



Consumer Friendly Technology: Leave Latency Behind

A key concern for sellers is site latency—the slowing of page load times that can degrade the end user experience due to adding heavy code.

FastLane decreases page latency by reducing the volume of ad server passbacks, which can be as or more time consuming than the additional header code on the page. We recommend sellers impose tight controls on their sites and consider variable timeout allowances by ad size, by format, by device type, as well as taking internet speeds into consideration to ensure that end user experience is preserved.

World Class Support

The best engagements occur when both a seller and vendor have collaborated jointly to create a well thought out strategy and vision that best aligns to desired business outcomes. Our industry leading teams, implementation process and technology ensure that FastLane is optimized to drive maximum yield for our customers during and beyond the implementation process.

Rubicon Project’s FastLane is an enterprise grade solution that provides flexibility and control, coupled with continuous expert technical support. While pro-grade technology may require more work upfront than seemingly simple open-source products, in the long run, it needs less maintenance and upkeep. Sellers save time and effort with FastLane, the solution that grows with the pace of your business.

FastLane: There Is No Substitute

FastLane is the best way to unlock maximum revenue from the Rubicon Project Private Marketplace.

- Take control of your programmatic demand by prioritizing deals
- Rely on our enterprise solution— optimized for speed and user experience
- Work hand in hand with our team of experts to ensure maximization of every impression

“We did not see any increase in latency with FastLane and we’re very happy about that!”



“The most impactful part of working with Rubicon Project was the constant communication, monitoring and clear direction given by the highest levels of product and engineering.”



Contact your Account Manager to get in the FastLane today!

