



**THE  
HEADER  
BIDDING  
MANIFESTO**

There's a spectre over  
programmatic, and  
it scares **THE HELL**  
out of the biggest  
buy-side players.  
Ever heard of

**ADVANCE BIDDING?**

**PRE-BIDDING?**

**HEADER  
BIDDING?**

Whatever you call it, we're talking about a single **TECH SOLUTION** to a huge **PHILOSOPHICAL PROBLEM.**

For too long, **MASSIVE SCALE** has been used as an excuse to **SMASH** the resolve of you, the **PUBLISHER**, as you fight for a fair deal. Without **REAL COMPETITION**, demands go **UNCHALLENGED**, leaving us with no **ALTERNATIVE** to turn to.

But that's the **REAL POTENTIAL** of header bidding. It is a new choice, a threat to a **STATUS QUO** that **UNDER-SERVES** its publishers, and we **MUST** be the ones to **ACT** if we're going to lead a charge for **CHANGE** and take a first step toward **MAKING ADS MATTER AGAIN.**

# WHY THE STATUS QUO MUST GO

It's called **"WATERFALLING."** But we call it **DILUTION.**

The history of waterfalling is a history of gatekeeping, **OF "ME FIRST."** It starts when each publisher makes an assumption about the value of each ad exchange or SSP.

Then that publisher picks a floor price and offers its inventory to the channel they **EXPECT** will have the highest rate. **BUT MAYBE NOBODY BIDS. MAYBE**

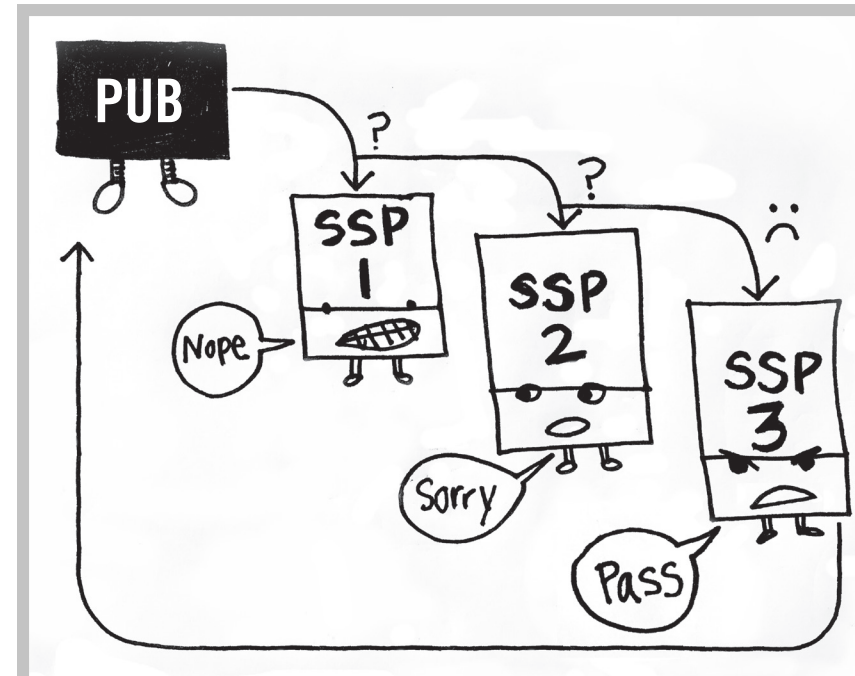
**THE OFFER MEETS RESOUNDING SILENCE.**

Well, on to the next channel. And the next one. And the next one. And each time, that floor price drops a little lower until it drops out altogether. This is supposed to be business, not Alice in Wonderland.

And this system is supposed to make the **MOST** money for your **UNSOLD** inventory? Something doesn't smell right.

But wait **THERE'S MORE**

- Impressions get lost in those cracks called **"DISCREPANCIES"**
- Stack management is the new **HARD LABOR**
- User experience **GRINDS TO A HALT**



**WATERFALL**

Waterfalling might work if buyers' needs were constant, frozen in time, but it ignores something those of us living in reality have to deal with: real-time demand.

**SO WHY IS THIS STILL A THING?** Because **MASSIVE SCALE** is still being used to duck ropes and jump queues for that first bid.

Would it be **FAIR TO SAY** that these big demand-side players who harbor hot supply-side hook-ups might be keen on keeping a system around that cements them at the front of that line on the cheap?

**BINGO!**

### SO THERE IT IS:

If you're not one of the big dogs, we sure hope you're satisfied scarfing down leftovers. And with \$10 billion expected in programmatic media sales this year, you have **A TON OF LUNCH MONEY TO LOSE.**

### Who makes the first move?

Switching up your stack is a start, but facing down **GIGANTIC SCALE** takes more than a change in partner. We need a **SHIFT IN MINDSET.** We want a **NEW PARADIGM** if we're ever going to **MAKE ADS MATTER.**

To get away from a waterfall, you go as hard as you can against the current. To start a **MOVEMENT** for real change, you **ESTABLISH GOALS** and make sure you're staying **ON COURSE.**



Ask Darren Sharp, head of programmatic trading at Incisive Media. "If you do it wrong, you can give a network a first-look on an impression that you could otherwise get higher revenue on another platform."

# HERE ARE OURS:

We **DEMAND HIGHER eCPMs** and **HIGHER** fill rates. This means **HIGHER REVENUES.**

We **DEMAND** unbiased auction mechanics that don't favor **THE MASSIVE.**

We **DEMAND** that all of this results in an **IMPROVED USER EXPERIENCE**, and that includes **MINIMIZING LATENCY.**

We **DEMAND EASIER** stack management, so alternatives to the waterfall aren't **IGNORED** because they're **TOO HARD TO USE.**

We cannot compromise on these demands. We will not negotiate on these demands. **"NICE GUYS FINISH LAST?"**

It's not true if

# WE NICE GUYS STAND FIRM.

What we **NEED** is a truly **COMPETITIVE BIDDING ENVIRONMENT**. This will ensure that, as publishers, you get your fair deal, paving the path to **HIGHER REVENUES**. This will ensure your buyers get access to inventory they've only been getting a second, third, **MAYBE EVEN FOURTH LOOK AT**.

**NOW HOW DO WE DO IT?**



**We have a MISSION:**

a competitive bidding model

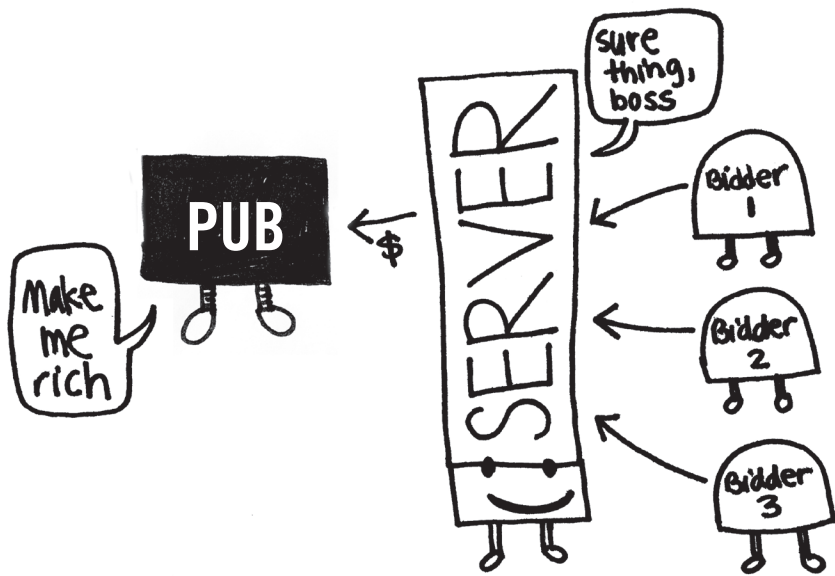
**TO PHASE OUT THE WATERFALL.**

Lucky you, there are some **OPTIONS**.

**TRY HEADER BIDDING.**

**IT'S TIME TO**

**DEMAND CONTROL.**



## HEADER BIDDING/API FOR RTB

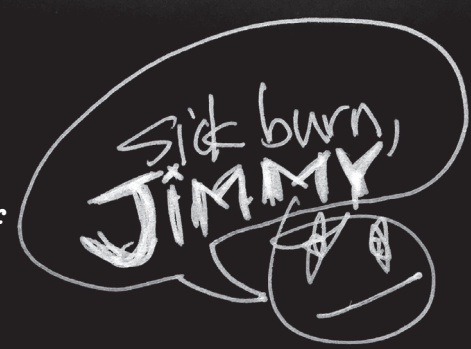
No more going door to door, exchange by exchange, begging for some buyer to take your inventory off your hands. Now we'll **HIT MULTIPLE EXCHANGES AT ONCE**. Make the buy side beg with their bids.

Multiple demand sources of your choosing bidding at the same time. **THAT** is how you **MAXIMIZE YOUR YIELD**. That is how you get what you **DESERVE**.

Graphiq's head of programmatic, Cory Wheeler, tells it like it is: "It's very simple: Whoever bids the highest wins the impression, so it puts the burden of optimization on the buy side rather than on the publisher."

No more money left on the table? **YOU'RE PULLING MY LEG!** We're not. With header bidding, you **RUN** the table!

James Woods leads ad ops for Curiosity Media. He knows what's up: "The value-add of most header bidders is greater than simple 'incremental' opportunities like sporadic spending from a remarketer."



Want your new ideology in a different flavor? **TRY REAL-TIME BIDDING**. No more back channels. No more shopping around.

**THEY WANT** impressions. **WE HAVE** impressions. Sell them one by one, in the moment. With a **SMART API**, publishers can **DEMAND** a competitive bid for each one.

So make your choice. **DON'T BE DISTRACTED** by the big guys. Some have even tried pulling the wool over your eyes with their own versions of pre-bidding, but **WE AREN'T SHEEP**. We won't be satisfied by anything but **THE REAL MCCOY**.

## NOW DO IT.

So **RAISE YOUR VOICE, PUBLISHERS!** Those who scream the loudest will be the avant garde, heroes of a new revolution looking to **BALANCE THE SCALES** and

**MAKE ADS MATTER AGAIN.**

But it's going to take everyone. Every **BUYER** but the elite few has something to gain by **JOINING HANDS WITH US, THEIR PUBLISHER BROTHERS AND SISTERS.**

This new paradigm, this  
emphasis on **REAL, HONEST**  
**COMPETITIVE BIDDING** gives  
buyers **MORE ACCESS** and  
gives you **MORE LEVERAGE—**  
**AND MORE VALUE.**

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to work **TOGETHER.**



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