

CASE STUDY

# Header Bidding:

# Access to High-Value Users

Reach users unavailable through  
traditional exchange tags



Strength in Numbers

# Header Bidding: Access to High-Value Users

## The Question:

### DOES HEADER BIDDING ACTUALLY INCREASE REACH FOR BUYERS?

Header bidding is popularly known as the integration on the publisher's page that exposes each impression to programmatic demand before the publisher's ad server is called. It's often been considered a supply-side tool, helping publishers create more competition and understand the true value of their inventory.

Header bidding's benefits for buyers are typically less discussed. For instance, it offers a superior technical integration between the publisher and the exchange to access valuable inventory. It can also give buyers the ability to reach users that they were unable to adequately reach from publishers on standard exchange tags.

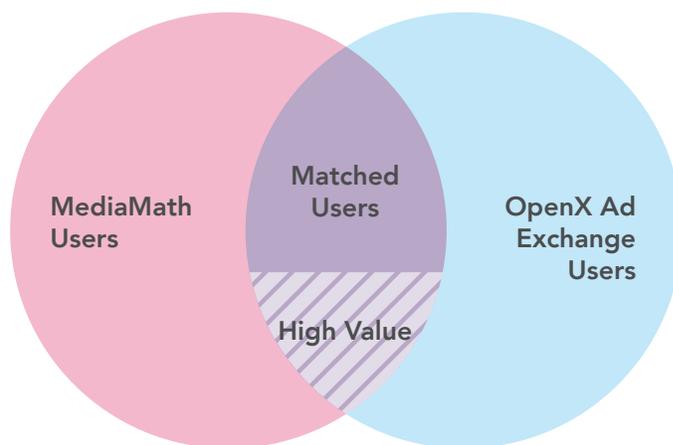
MediaMath and OpenX teamed up to put header bidding to the test for the buy side.

## The Test:

### LOOKING AT AUDIENCE DATA THROUGH MEDIAMATH T1 AND OPENX'S HEADER BIDDING SOLUTION (OPENX BIDDER)

OpenX took a sample of ad requests (900M) from the OpenX Ad Exchange and found a significant number of unique users and Matched Users (users identifiable to both MediaMath and OpenX).

MediaMath selected a "high-value" audience pool that had shown actions favorable to top brands (whose success was measured through the MediaMath TerminalOne Marketing OS). These users were then mapped across the Matched Users, resulting in a subset of High-Value Users.



\*OpenX Bidder: OpenX's header bidding solution

\*\*Tag-based: Publishers integrated via standard exchange tags

## The Results:

### STRONG INCREMENTAL USER REACH

The Numbers	What does this mean for the buyer?
Of the Matched Users, OpenX Bidder adds 24% more users on top of what tag-based already provided.	Buyers should buy from header bidding-enabled publishers as well as tag-based publishers. This achieves maximum reach, and ensures no users are missed.
Of the Matched Users, OpenX Bidder adds 16% more High-Value Users to what tag-based only had provided.	Buyers can more effectively access High-Value Users through header bidding than on publishers that are only integrated through exchange tags.
Of all users in the ad request sample, OpenX Bidder adds one more new user for every 24 opportunities to engage with a customer.	Header bidding adds new users to the pool of known users, providing buyers additional reach.

\*Please note that the above findings are directional and based on a sample size of 900M ad requests through the OpenX/MediaMath partnership

\*Comparison or baseline against the standard exchange tags

### ONE THING IS CLEAR:

Header bidding gives advertisers the ability to compete for a greater share of a publisher’s inventory, often including that which is direct-sold.

Advertisers can access **OpenX Bidder-enabled publishers** through **MediaMath’s TerminalOne Platform**, to reach new users that they were unable to efficiently reach before.

For an in-depth guide on Header Bidding Advantages for Buyers, please contact [demandservices@openx.com](mailto:demandservices@openx.com) and/or [supply\\_integrations@mediamath.com](mailto:supply_integrations@mediamath.com)