

CASE STUDY

Microsoft

Microsoft sees uplift in revenue, ease of setup, and an improved user experience with the adoption of Xandr's Prebid Server Premium

Programmatic ad spend is projected to reach \$81B by the year 2021*, making up 87.5% of total digital display ad spend—an opportunity that publishers cannot ignore. Microsoft, one of the largest premium publishers in the world, transformed 100% of their inventory to be available only programmatically back in 2015.

Around the same time, the phenomenon of header bidding took the advertising technology industry by storm. Today, header bidding has been adopted by approximately 80% of top publishers* selling programmatically.

The Challenge

Long on the forefront of the programmatic industry, Microsoft is constantly seeking to advance and maximize its monetization efforts. As a full-stack adopter of Xandr's strategic selling platform Xandr Monetize, the Microsoft team wanted to work closely with Xandr engineers on a header bidding set-up with the open-source Prebid solution that best suited their needs and business goals.

They sought a solution that would bring server-side header bidding to multiple formats and channels with an easy-to-use interface. Their goal with adoption was to increase bid density on their supply and therefore increase revenue, unify all Prebid results into one interface, and gain insights to help their monetization efforts. They wanted to do this all while ensuring they did not disrupt their current workflow nor modify their page code.

“We are thrilled with the product. Xandr’s Prebid Server Premium is the technology we knew we wanted for display—from its ease of use and set up, to the revenue impact we’ve seen. Server-side is the future and we are excited to see similar results to what we saw in display as we ramp our native and video supply.”

Kelly Davidson
Director, Global Partnerships, Microsoft

The Solution

As Microsoft has had a deep technology partnership with Xandr for over 10 years, they collaborated with Xandr to make their goals a reality. Xandr's Prebid Server Premium, powered by Prebid, was the technology of choice.

The Results

Contributes an average of

20%

of Open RTB revenue

+10%

Incremental uplift

Centralized control center and easy to use UI

Unified auction without touching code on page

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Microsoft was able to easily add Prebid Server Premium to their monetization workflow, allowing them to have a unified Prebid auction without modifying their code on-page.

The Results

Prebid Server Premium gave Microsoft centralized control over their programmatic workflow. Prebid Server Premium's easy-to-use UI required minimal development resources, which led to a faster setup and helped to manage settings like bid timeouts without modifying code-on-page.

Since adoption, Prebid Server Premium contributed an average of 20% of total Open RTB revenue, with 10% of that being an incremental uplift, and maintains strong user match-rates with demand partners.

* Source: eMarketer, "Five Charts, The State of Header Bidding" May 30, 2019



About Microsoft

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