

Next14 + Xandr

Next4 evolves its header bidding setup in far less time than expected, and improves its approach to mobile app monetization with Xandr's server-side solution

The Challenge

Next14 is a leading platform in Italy that enables major financial publishers to monetize their properties' mobile and video inventory.

Next14 sought to quickly implement header bidding for its clients' mobile apps and optimize monetization.

The Solution

Next14 worked with Xandr to implement Prebid Server Premium, a server-side header bidding solution. Next14 began to deliver in-app revenue in just one week, beating initial time to market estimates by 4x.

“We expected initial setup and management of demand partners to be at least a four-week process. Instead, we were pleasantly surprised to see that Prebid Server Premium enabled us to complete implementation in only one week, significantly speeding up our clients' time to market.”

Ellis Bosisio
Partner, Next14



The Results

4x decrease in
time to market

Delivered in-app
revenue within
1 week

- ✓ Ease of setup
- ✓ Quick implementation