✦xandr | **BurdaForward** That's good news

BurdaForward and Xandr

BurdaForward, a leading digital publisher sales house, has achieved remarkable success in optimising their in-app inventory fill rate with Xandr's powerful Prebid Server Premium (PSP) solution. The innovative self-service, server-side header bidding solution has enabled BurdaForward to manage their monetisation partners in a streamlined and efficient manner across supply types and formats.

Thanks to the increased fill-rate, BurdaForward has also seen a substantial boost in programmatic revenue generation, demonstrating the tremendous potential of the PSP solution in driving business growth and success. PSP enables publishers to maximise revenue for inventory across supply types (web, mobile web, mobile app, over-the-top) and formats (display, native, video).

The Challenge

BurdaForward was looking for a solution that gives them access to a wide range of demand sources as well as centralised control over their monetisation process without sacrificing user experience.

The aim was to find a solution based on Prebids' fair competition standards, a simple set up and UI with no need for high engineering and maintenance efforts.

The Solution

› Prebid Server Premium offered an easy, plug-and-play solution and allowed BurdaForward to seamlessly add up to 15 demand partners to their set up running in a single, unified auction.

› In particular, for in-app there was no need to integrate third-party SDKs (Software Development Kit) or single wrapper solutions, which minimised engineering efforts and maintenance to almost zero.

› Raised competition among demand sources helped to increase the fill rate significantly and drive higher CPMs for their in-app inventory. Granular results could be monitored in comprehensive UI and reporting tools.

› Prebid Server Premium's pricing rule features allowed BurdaForward to set up dynamic price adjustments to align with their monetisation strategy and yield goals.

> "Prebid Server Premium perfectly fits in BurdaForward's strategy of fair competition in our stack. The positive impact on revenue and easy to use User Interface help us achieve our goals."

Daniel Herdeg
Head of Programmatic

BurdaForward That's good news

> "With Prebid Server Premium we could completely solve the challenges we had with in-app fill rates and significantly improve our monetisation across all channels."

Sven Seefeldt
Analyst & Optimization Lead – Programmatic & Yield Management

BurdaForward That's good news

The Results

↑ **100%**
increase in in-app fill rate.

Great time saving – 100 % of PSP set up managed by programmatic team in one centralised UI. No engineering or development efforts needed.

↑ **33%**
of Burdas in-app revenues are generated through PSP.