

Prebid

Prebid is a free and fully open source header bidding solution available to any publisher, dedicated to header bidding in the ad tech industry.

Header bidding allows publishers to create a short delay in ad serving to obtain bids from multiple demand partners before deciding on which ad to display, enabling competitive pricing and higher revenue.

More information on [Prebid](#) | [Prebid.js Bidder](#) | [Prebid Server Bidder](#)

How do Adhese and prebid work together

When a publisher implements Adhese through Prebid, they're participating in a **header bidding auction** where multiple demand partners (including Adhese) compete to deliver ads. Here's how the process works:

Auction Initiation

When a page loads, Prebid sends simultaneous bid requests to multiple bidders - including Adhese - rather than sequential requests. This concurrent approach is one of Prebid's key features for managing latency. All bidders (including Adhese) receive their request at roughly the same time.

Adhese's Role in the Auction

Adhese acts as a **bidder/SSP** within Prebid's ecosystem. Through the Prebid adapter, Adhese receives ad requests and returns competitive bids and creatives. The adapter translates Prebid's standardized request format into Adhese's API requirements and vice versa.

Bid Submission & Timeout Management

Publishers set a timeout value (typically 1-3 seconds) that determines how long Prebid waits for responses. Adhese must return its bid within this window. If Adhese doesn't respond in time, Prebid excludes it from that auction round. This timeout mechanism prevents slow bidders from degrading page performance.

Ad Selection

After all bidders respond, Prebid passes the winning bid to the publisher's ad server. If Adhese wins, its creative is selected and delivered, leading to an impression in Adhese.

Targeting & Parameters

Both Prebid and Adhese support custom targeting. Publishers can pass first-party data (like content categories, user segments, or location) through both systems, giving Adhese context for more accurate bidding.

Impression Tracking

After an ad is selected and rendered, Adhese can track impressions and viewability through Prebid's event system, feeding performance data back to their platform.

Bid Configuration Params

Pbjs param name	Scope	Description	Example	Type
account	required	Adhese account name	'demo'	string
location	required	Adhese location URL	'_adhese_prebid_demo_'	string
format	required	Adhese format code TAG	'leaderboard'	string
data	optional	(PBJS only) Custom target data	{ 'ci': [9000, 9050] }	object
targets	optional	(PBS only) Custom target data	{ 'ci': [9000, 9050] }	object

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