Cedato Predictive Header Bidding

Harness the power of our predictive ad decisioning algorithm for guarantee video eCPM, higher win-rates and lower latency

Bid to Win

With publisher performance optimization in mind, Cedato Predictive Header Bidding technology connects to any header bidding framework in the market and starts optimizing as soon as the page begins to load. By implementing machine learning across known frameworks such as prebid.js, it allows you to easily streamline ongoing operations such as pricing, volume adaptation, and minimizing discrepancies.

Its lightweight capability allows it to load 30% faster, thereby improving overall publisher KPIs delivering the video value across outstream and instream formats.

The Benefits for Publishers:

- Reduced latency and improved viewing experience - 30% faster loading and response times, without affecting page load and user experience.
- Over 50% bid rate, and usually 5-10% win rate (for quality traffic) across display/native/outstream placements.
- 32% Lift in overall eCPMs - Increase your effective price across all adapters.
- Reducing wasted bids - Predictive optimization technology that prequalifies demand per impression.
- Premium demand backed by direct campaigns such as Geico, Lexus, Capcom, Slack, NatGeo and many more.

Safe and Scalable

Implemented across hundreds of direct publishers, the predictive header bidding algorithm adapts in real-time and has the fastest response rate of less than 300 milliseconds. Its prebid.js protocol prequalifies each placement through predictive algorithms delivering the best video eCPMs for each opportunity sold.

Cedato proprietary predictive header bidding is dedicated to simplify operational inefficiencies all while improving viewing experience.

About Cedato

Cedato is an operating system for modern video, offering advertisers and publishers a comprehensive video technology platform, enhancing value and viewing experience, powering billions of direct-to-player impressions every month.

www.cedato.com