

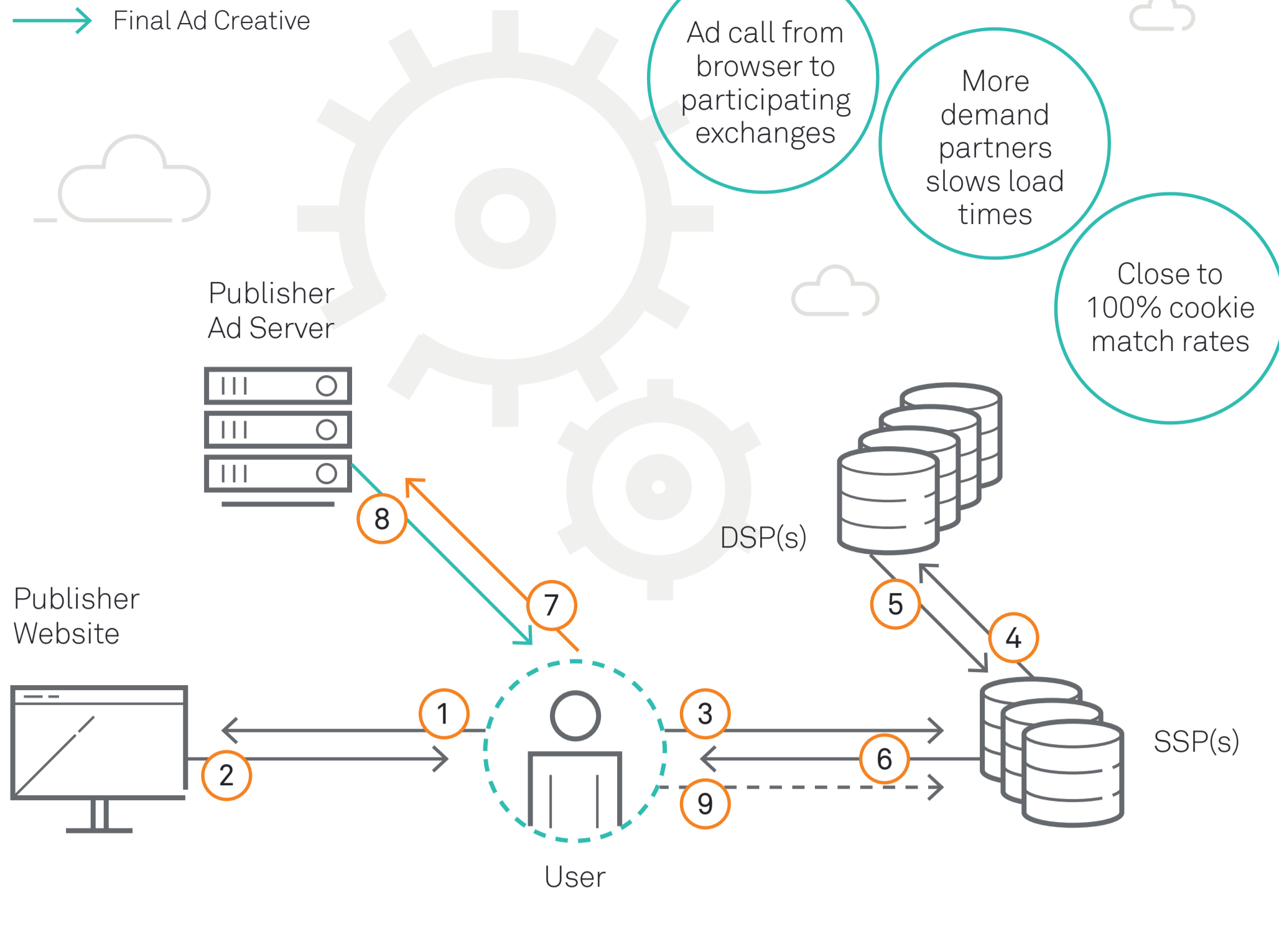
S2S

Server-to-Server Header Bidding

Understanding What Server-Side Integrations Mean for Publishers

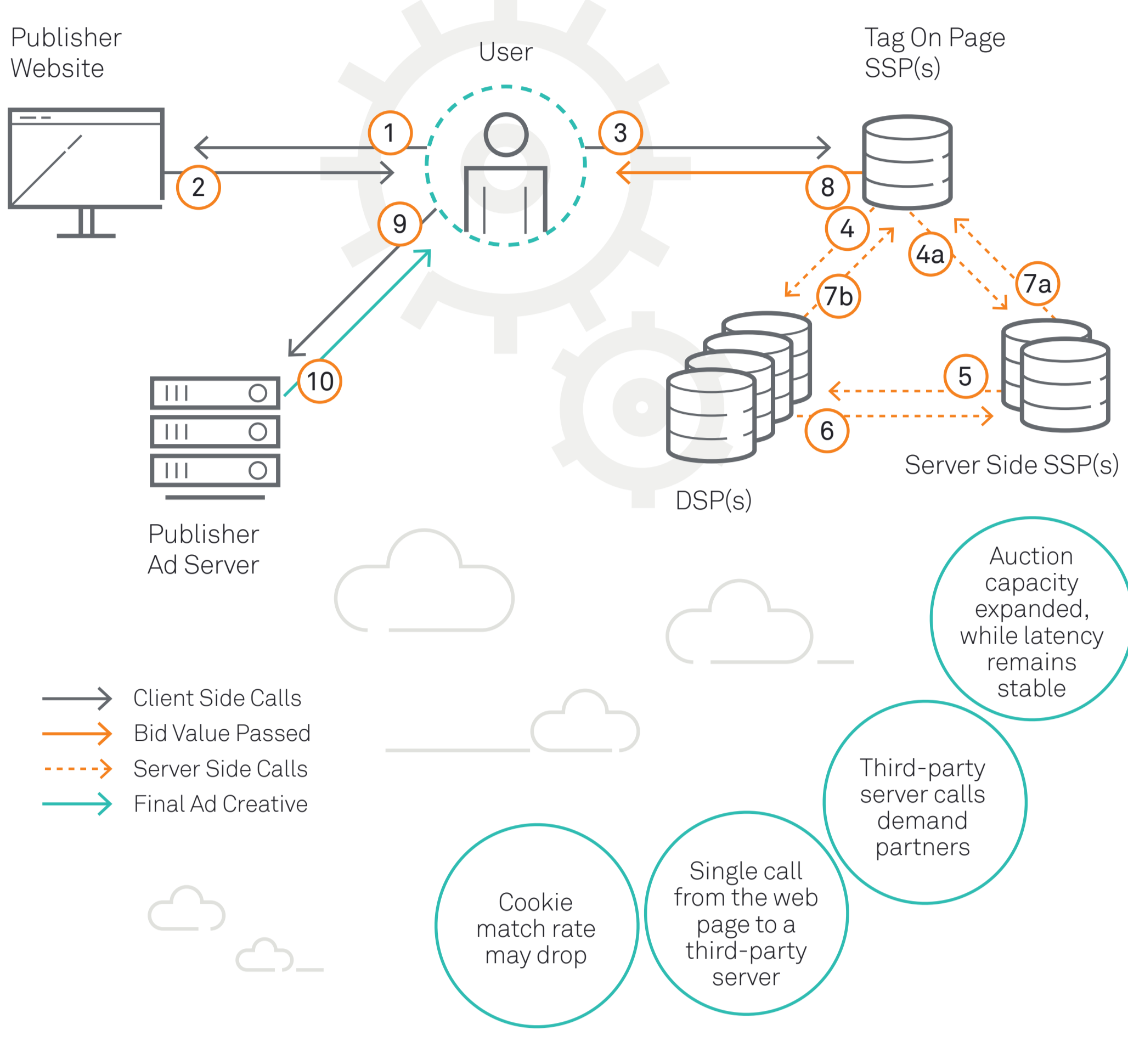
Server-to-server (S2S) header bidding is a popular new option for publishers. It offers promising alternatives to the limitations of client-side bidding, but also presents potential drawbacks depending on your needs. There can be a perfect solution, but understanding the differences is a critical first step.

Client-Side Header Bidding

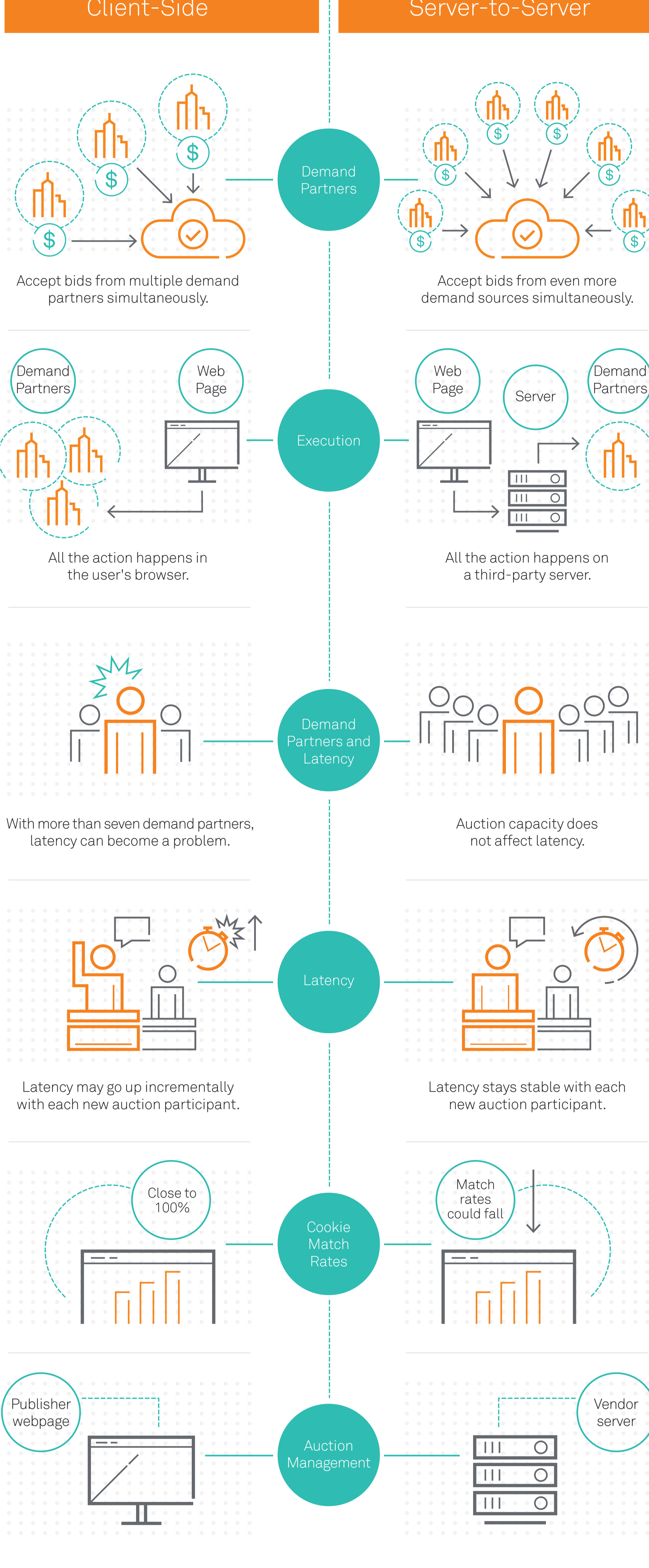


S2S Header Bidding

S2S bidding is designed to improve client-side header bidding by accelerating auctions and enhancing the user experience.



S2S Bidding vs Client-Side Bidding



Is S2S the Right Solution For You?

Like all business decisions, ask the right questions to measure your needs and goals.



Does S2S meet your business objectives?



How will it affect user experience?

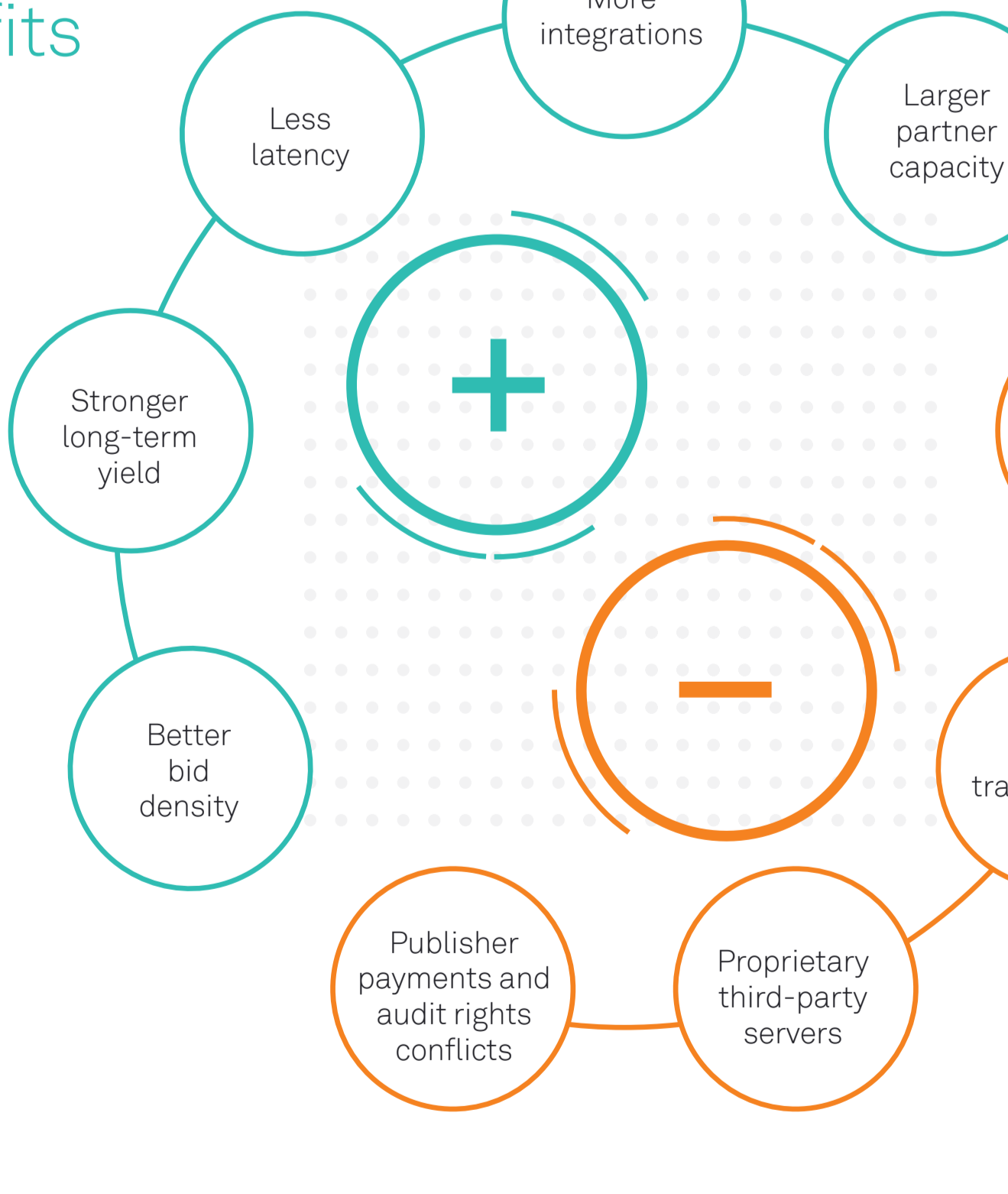


Will it increase monetization?



Does your current platform really need updating?

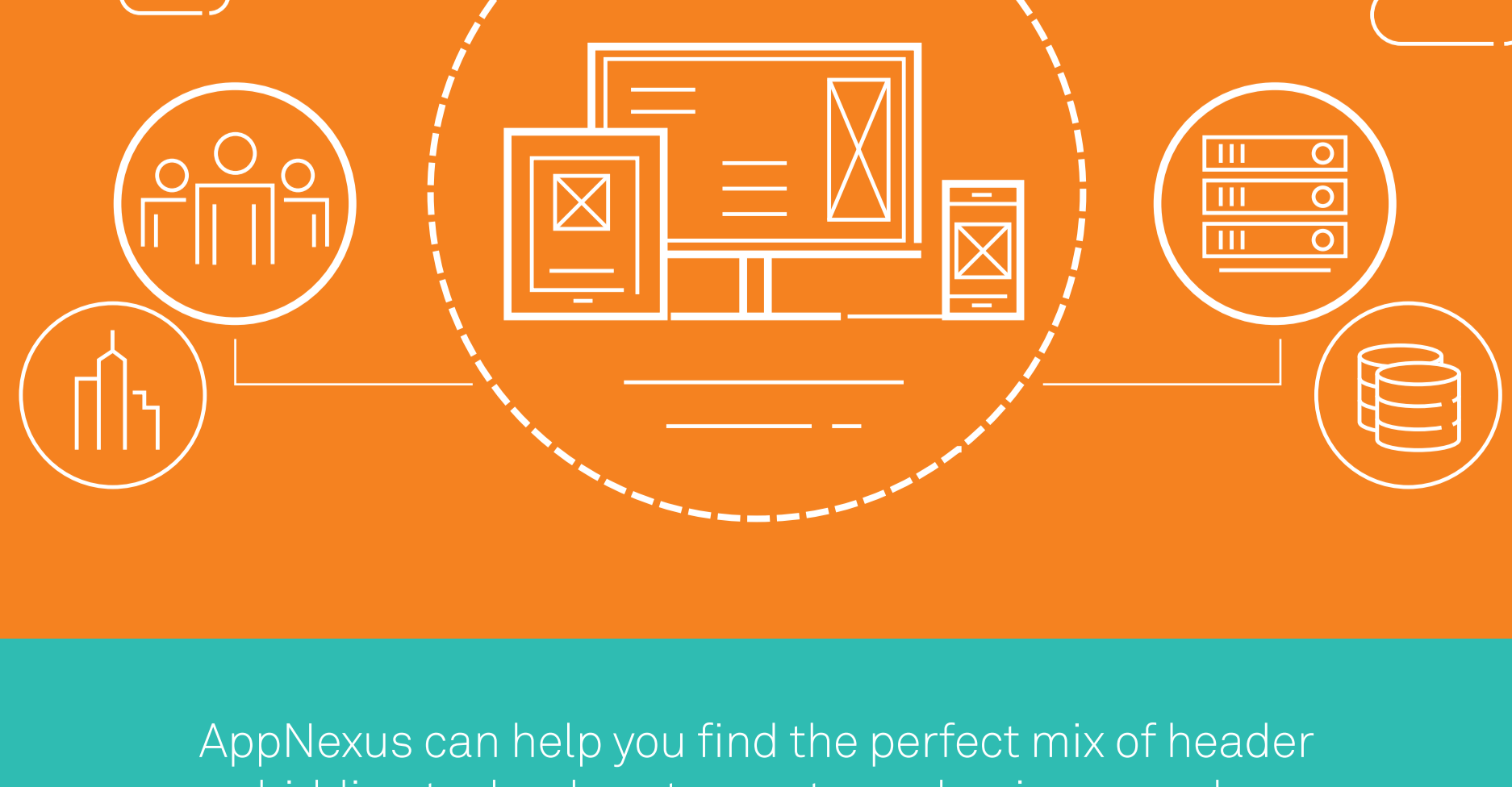
S2S Benefits



S2S Side Effects

Discover the Perfect Mix

Every publisher's programmatic needs are unique. Fortunately, you don't have to choose a one-size-fits-all solution. You can have the best of both worlds and deploy a hybrid model that leverages S2S and client-side bidding.



AppNexus can help you find the perfect mix of header bidding technology to meet your business goals.