

AppNexus + eBay Kleinanzeigen

From the classic waterfall model to pre-bid: eBay Kleinanzeigen increases programmatic sales by 22% and improves viewability by an average of 51% through header bidding.

Solution: Prebid.js is an independent, open source header bidding project.

Start date: April 2016

BACKGROUND & SUMMARY

eBay Kleinanzeigen, Germany's largest classified ads marketplace and subsidiary of the global online marketplace eBay, has been renowned as a pioneer in the programmatic advertising space since 2012.

So when header bidding, a method also known as pre-bid, emerged as the latest in programmatic technology, eBay Kleinanzeigen recognized the opportunity to both secure their place in the evolving advertising landscape and increase revenue. Header bidding enables publishers to manage yield at the impression level by moving the valuation process ahead of the call to the publisher's ad server.

Looking to ensure complete transparency and control for long term success, eBay Kleinanzeigen sought an agile and complete technology solution. They decided upon prebid.js, the independent, open source wrapper supported by AppNexus.

Using prebid.js, a publisher can seamlessly integrate demand partners directly into a website header to ensure fair and transparent competition for their inventory without any disruption to their partners' workflow. At the same time, inefficiencies of the conventional waterfall model, such as additional costs and longer loading times, can be avoided.

As a result, eBay Kleinanzeigen is now programmatically selling its inventory more successfully than ever before.

OBJECTIVES AND CHALLENGES

eBay Kleinanzeigen sought a complete technology solution to optimize its programmatic operations and increase sales. Technology requirements included:

- Ability to integrate seamlessly into eBay Kleinanzeigen's existing infrastructure.
- An open and flexible solution that can be easily integrated with additional demand partners to expand competition and further optimize their revenue.
- Significantly improve the quality of impressions while reducing loading time.
- Reduce the costs of ad serving.
- Deliver accurate reports, including the eCPM of each partner.



In order to increase eBay Kleinanzeigen’s sales, an in-house team assisted by AppNexus implemented the header bidding solution, a process that took only a few weeks. Different adapters were implemented for demand partners authorized by eBay Kleinanzeigen, allowing new partners to be integrated within a day. Upon completion of the implementation stage, eBay Kleinanzeigen ran multiple tests, where traffic controlled by pre-bid was steadily scaled from 1% up to 100%.

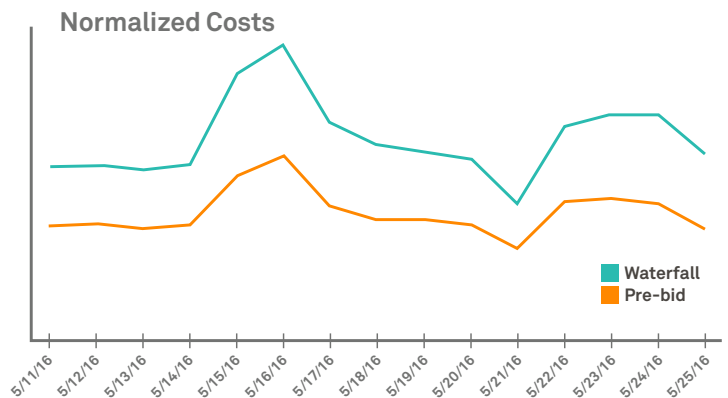
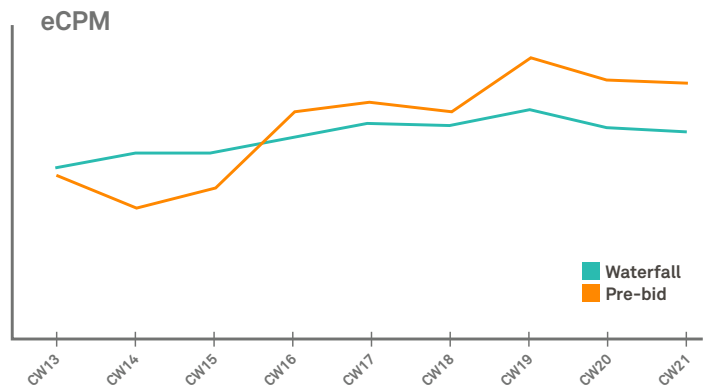
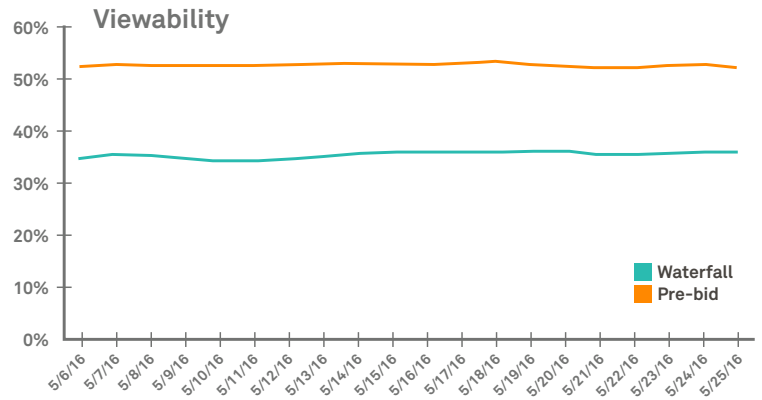
RESULTS

After implementing prebid.js, eBay Kleinanzeigen’s programmatic sales increased by 22%. Through further optimization, a continued positive trend is expected.

eBay Kleinanzeigen also saw success in terms of viewability and website load time. Integrating demand partners into the website header – rather than using a waterfall model, where one partner after the other is called up – resulted in an average 51% improvement in viewability.

There was also a noticeable increase in user interaction with the website. The open source pre-bid technology ensures simultaneous requests and a transparent auction for all participants. As a result, passbacks are considerably reduced, illustrated by a 37% decrease in ad serving costs. In addition, this competition-focused approach also resulted in a slightly increased eCPM.

Serhan Guenes, Head of Advertising and Partnerships at eBay Kleinanzeigen, adds: “The programmatic media business is extremely important to us, as we look to continue to increase our sales. The independent, open source pre-bid solution has hugely impressed us in terms of achieving our objectives. Its adaptation options for different partners offer huge potential, and the results speak for themselves. Our collaboration with AppNexus has been excellent from the outset. They have supported us as both an independent technology provider and project founder, even though they weren’t the only SSP in the pre-bid set-up.”





Kostenlos. Einfach. Lokal.

About eBay Classifieds

eBay launched its Kleinanzeigen portal in September 2009. The free, online classifieds market is primarily geared towards private users and makes use of geographical proximity and the resulting ability to establish personal contact. Categories range from Family, Child & Baby, House & Garden, Leisure & Community, Multimedia & Electronics and Cars, Motorcycles and Boats to Music, Film & Books, and from Fashion & Beauty to Pets, Jobs and Property.



About AppNexus

AppNexus is an internet technology company that enables and optimizes the real-time sale and purchase of digital advertising. Our powerful, real-time decisioning platform supports core products that enable publishers to maximize yield; and marketers and agencies to harness data and machine learning to deliver intelligent and customized campaigns. Headquartered in New York City, AppNexus employs over 1000 professionals in offices spanning five continents.

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