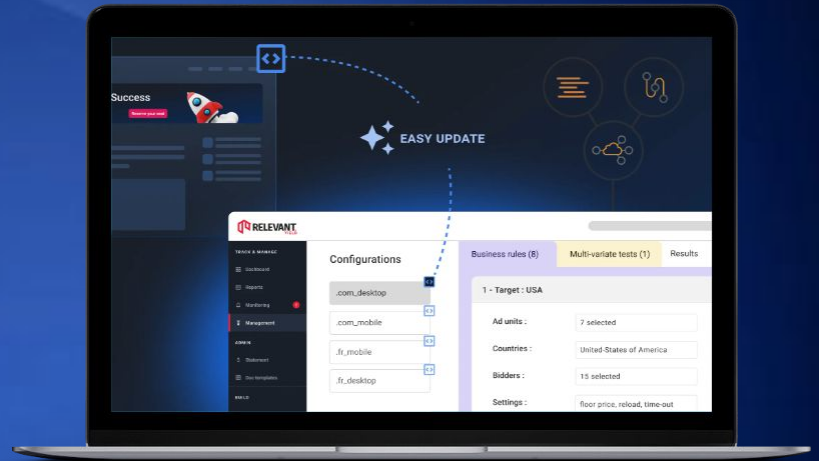# Take Control of Header Bidding with No-Code HB MANAGER

RELEVANT YIELD

Relevant Yield's HB Manager is a fully independent solution from all SSPs & Ad servers, providing Sellers with agnostic control of Header Bidding with no coding. Sellers can effectively optimise ad sales and improve their setups while staying in control and reducing dependency on engineers.

BENEFITS:

HB Manager **simplifies and automates** Header Bidding processes, saving time and reducing risks while giving users full control. Coming with a wrapper supporting all Prebid products, it opens up revenue potential for Sellers.

The user-friendly UI helps Yield Managers apply changes without any coding in a timely manner.

FEATURES:

- **Full control** over Header Bidding setups with a Prebid wrapper.
- **Empowered operations** with AI tech support on Prebid with daily updates.
- **Easy configurations** without coding, all can be done from a UI.
- **Advanced multivariate testing** capabilities with immediate analytics.
- **Server-side** integration option at no extra cost.
- Run and control **Amazon TAM/UAM with Prebid** from the same UI.
- **Optimisation**: Ad Refresh on the whole auction, Floor price rules across SSPs, Lazy Loading, Universal ID, etc.

HOW DOES HB MANAGER WORK?

HB Manager comes with a neutral Prebid wrapper that supports **all Prebid products** (Prebid Client & Server, Prebid Video, Prebid Mobile, Prebid UserID, AMP, etc). Integrating our Javascript API allows HB Manager to act as your header bidding remote control.

Increase in ad revenue.

Easy changes to setups without coding skills.

Total control & transparency over ad stack.

Independence and expertise for better yield decisions.

FOR MORE INFO

We are eager to hear about your ad sales management and optimisation challenges, and we would be delighted to assist you in resolving them. For further discussion, please feel free to reach out to our team:

Contact us
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