

Unlock Premium Monetization with AdGrid's Pre-bid Adapter

What It Is

AdGrid's Prebid Adapter is a streamlined, publisher-first solution that connects premium demand to your inventory through seamless, direct integration with Prebid.js. Designed for flexibility, transparency, and revenue maximization, our adapter empowers publishers to unlock the full potential of their programmatic monetization.

Key Features

Direct Demand Access Plug into a curated pool of high-quality advertisers and private marketplace deals through a single, efficient adapter.	Transparent Auction Dynamics Gain full visibility into bid activity, win rates, and clearing prices in real time — no hidden fees or mystery margins.	Advanced Targeting Enable buyers to leverage first-party data, contextual signals, and audience segmentation for smarter, higher-value bidding.
Fast, Lightweight Integration Our Prebid adapter is optimized for speed and performance, ensuring quick load times and minimal impact on user experience.	Dynamic Price Floors Protect your inventory value with intelligent dynamic floor optimization, maximizing yield without sacrificing fill.	Brand Safety Guaranteed Our platform enforces strict quality controls, ensuring only verified, brand-safe demand has access to your supply.

Why Publishers Choose AdGrid's Prebid SSP

- **Maximize Revenue** with access to exclusive campaigns and premium demand.
- **Stay in Control** with transparent auction data and flexible setup options.
- **Optimize Performance** without bloated wrappers or complex configurations.
- **Scale Effortlessly** across display, video, native, and rich media formats.

Ideal For

- **Publishers** looking to boost programmatic revenue through header bidding
- **Media companies** seeking transparent, brand-safe monetization partners
- **Ad Ops teams** wanting full control over auction dynamics and demand access

Ready to Activate Higher Revenue Potential?
Get started with AdGrid's Prebid Adapter SSP today.

CONTACT

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