



LIQWID ad.Inject at a glance

The “Page Load” (Primary) market

Prebid is a platform founded on the DFP-based architecture to offer ad slots to a multitude of buyers in an efficient way and is preferably used for above the fold ad slots. Using a server-side framework, the ad slot is offered simultaneously to a multitude of buyers that have been pre-selected by the Publisher.

The bids are received, the winning bid is chosen and the ad associated with this bid is delivered, all without knowing various aspects of the quality of ad slot. The process is complex and has many steps and players

involved in the process flow. Publishers have control over the demand partners but not the technical process itself. Importantly all of this activity starts and ends at the time of the page load irrespective of the fact that additional viewable content will present itself to the viewer subsequently.

Prebid is what it is with limitations that come with any platform and time will tell if it maximizes overall revenue for above the fold opportunities. We support limiting ad slots in general and certainly to what is expected to be above the fold.

The market after the “Page Load” (Secondary Market)

In the programmatic space, LIQWID provides a secondary bidding opportunity for below the fold viewable opportunities that arise well after the page load and certainly after Prebid has concluded its process. These viewable opportunities are just as valuable to the Publisher and the market.

We certainly agree that no more than 2-3 ads should be presented to a viewer at one time

and that calls should not be initiated until it is known that the call is for only a viewable opportunity. Interestingly, the industry thinks of a web page as the requested HTML document regardless of length and complexity of the rendered interactive content. But from a viewer’s standpoint, a page is whatever is currently in view at a time.

As viewers scroll, they are essentially turning the page to look at new content and of course the ads disappear as the page is scrolled

(turned). This scrolling of content is what creates this secondary bidding opportunity.

The challenge of the “below-the-fold” monetization

At the onset, LIQWID does not believe that ad slot technology is appropriate for below the fold opportunities. Below the fold ad slots create a number of problems including where should they be placed, viewability and how to control pricing with something that now must be filled.

Publishers can take an educated guess based on historical data as to placement but this is nearly impossible to maximize effectiveness based on the multitude of screen sizes and resolutions among the myriad of devices in the market. This process is best suited to an automated approach based on actual user behavior that accounts for the different devices, sizes and resolutions and does so in real time.

With respect to pricing, when ad slots are manually created and content is designed around them, they must be filled irrespective of eventual viewability. Since the publisher has no idea as to total inventory or its quality over any time of span and since the slots must be filled, Publishers have no control over results. If you have an unknown quantity and quality of inventory and it must be filled at any price, the result can only be damaging to overall average price.

The concept of Scarcity has been completely removed from the equation along with the ability to reject an offer, and without known quality, scarcity and price control, yield and revenue maximization cannot be achieved.

How does LIQWID come into play?

LIQWID creates inventory programmatically without the use of manually pre-defined ad slots for direct sales and programmatic for any type of creative – display, adaptive,

video, widgets etc. In the programmatic space, LIQWID focuses on the monetization of what is considered the below-the-fold content that opportunity only come into play after the

page load and following the result of the Prebid process.

For this reason, LIQWID provides a secondary bidding opportunity for viewable opportunities that may or may not arise, depending on viewer behavior. As such, LIQWID does not use ad-slots to avoid the problems previously discussed. LIQWID, through a single tag on the page, dynamically creates ad placement locations and injects the ad content into the viewport of the viewer's browser programmatically, all without any

changes to the Publisher's page or content, by utilizing unused or previously undesired space or even dynamically adapting the content based on the approved by the publisher placement positioning and appearance.

Such potential ad placements that have no physical rendered surface, but with their size and other parameters kept in virtual memory, have no value until such time that it is known to be viewable relative to any specific part of the scrolled in-view content.

Dutch Auction for online advertising is here.

Unlike Prebid and common below-the-fold ad units, for these opportunities LIQWID ad.Inject initiates a true bidding process at the time of a viewable opportunity.

By utilizing a true Dutch Auction, (i.e. a method of selling in which the price is reduced until a buyer is found) for inventory

that is entirely under the control of the Publisher with a reserve price below which the Publisher will reject any bid, only then can a Publisher re-introduce scarcity value based on price and inventory control. If there is no bid that meets a price, then no ad will be injected with no impact to the content since there is no ad slot to be filled.

The Fold is no more.

LIQWID has a very different approach. We support Google's policies of limiting ad slots for above-the-fold locations that must be filled at the time of the page load, although

admittedly DFP-based Prebid has limitations, as does any architecture and ultimate price impact is not yet demonstrated.

For the subsequent opportunities, ads injected only at the time the placement opportunity is known to be viewable and at that time subject to dynamic bidding process absolutely results in superior yield and revenue maximization.

The Dutch auction is used extensively throughout the financial world precisely because it does cause buyer to consider their highest price for fear of completely losing out.

https://en.wikipedia.org/wiki/Dutch_auction