

bid view : district m's new header bidder Chrome extension

Montreal, May 9th, 2018 - district m is proud to unveil its new header wrapper Chrome extension, called *bid view*.

With first-price auction bid transparency becoming increasingly important to the advertising industry, tools to help clarify the header wrapper auction mechanics are critical.

district m is proud to announce the launch of bid view, a chrome extension that will provide publishers with much-needed clarity on real time exchange performance and ad slot clearing price.

The extension is designed to help publishers track and understand the intricate auction dynamics happening in their header wrapper by showing, in real time, the exchanges that are bidding, winning bids per exchange and format sizes, along with other useful and insightful information.

The extension currently supports district m's own Turnkey wrapper as well as prebid, and can be found in the Chrome app store -

<https://chrome.google.com/webstore/detail/districtm-header-bidding/pilgbiajggeomijdkoaplkgnlbongeok>

About district m

district m is a full-service advertising exchange that creates open, transparent marketplaces through which publishers and advertisers can quickly and easily connect to maximize today's digital advertising demand. Since our inception, we have served as a trusted monetization partner to 2,500 publishers globally by bringing incremental demand through over 200 unique brand partnerships.

Source :
district m

Information :
Sandrine Tessier | Content strategist
514.690.7823 | sandrine@districtm.net