

Ideal Ad Stack

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We are thrilled to announce Freestar has released our Ideal Ad Stack proprietary tech offering in the latest version of Pubfig. This update will have no visual impacts, behind the scenes this release includes the rollout of several exciting features.

As a first-to-market new product, we brought together the benefits of leveraging automation behind the scenes to enhance optimization towards not only maximizing revenue, but positively impacting speed efficiencies. All in the name of producing an ad experience that yields the most revenue, through the fastest “pipes” possible to each and every visitor. This requires ZERO implementation effort from your team and will run behind the scenes. Knowing site efficiencies as it relates to speed are a top priority for your team, I wanted to share details about the rollout and be available to address any questions or concerns you may have.

What is the Freestar Ideal Adstack?

A proprietary Freestar tech offering that continuously optimizes various features within your adstack to include introducing dynamic timeouts, and optimizing demand towards the right combination of Client vs. Server side bidders. It’s the answer to the question we all ask every day - What impression can I serve to this particular user that will produce the most revenue while meeting our site-speed objectives

What Can Your Team Expect (aka What is Changing?)

- **Dynamic Timeouts:** Rather than our team, or your team, manually optimizing timeouts in the name of speed, we are letting the “robots” take the wheel. Over the last several months, our Business Intelligence team has been all hands on deck with this project, pouring over thousands of granular data points to build out the ability to effectively run dynamic timeouts that will result in speed efficiencies that will clean up adstack “clutter” along the way.
- **Client vs. Server side Demand optimization:** In 2022, we began testing across several demand sources to determine when leveraging certain client vs. server side opportunities, which “pipe” would maximize revenue while remaining lean. We are thrilled to take this a step further where the functionality is now in place to look at your specific site and establish what specific combination of demand, served through either client or server side, will yield maximum revenue, but also align with site-speed efficiencies.

The important thing to note is this is an ongoing project where the “fruits” will be felt over a much longer period of time, while the algorithms learn the site and determine the fastest, most revenue-yielding set-up. While short-term incremental benefits may be seen, we expect the larger benefits to be observed over several months. Our team is working on new ways to roll out metrics specific to measure IAS success that we will continue to discuss over the course of this year. There is nothing but an upside here, as we expect to see positive gains to RPS as this scales as the year advances.

