

Alayans

Alayans sees uplift in revenue and CPM by adopting Prebid Server Premium

The Challenge

Alayans is a Spanish publisher alliance that includes a group of relevant media leaders in its area and region of influence such as 20Minutos, Heraldo de Aragón, Grupo Joly, Diario de Navarra, etc.

Alayans wanted to diversify its demand sources by increasing the number of partners that could access its supply to provide better monetization for all its members.

Alayans needed a single platform that could manage different demand sources and help support its strategy of monetizing all the available media types and applications from its members in a privacy-safe and cookieless environment.

The Solution

Alayans already relied on Xandr as a key partner to provide premium technology for its header bidding setup. Now, Alayans required a technical solution to allow consolidation and optimization for all its Prebid calls.

Alayans ultimately selected **Prebid Server Premium**, Xandr's server-side header bidding solution, to enable them to centralize all Prebid calls, unify auctions across different media types, and provide access to more than 100 demand partners via an easy-to-use UI.

“Xandr unlocked the full potential of server-side header bidding with a scalable solution for all the members of Alayans. Thanks to Prebid Server Premium we have been able to improve user experience, reduce latencies, boost performance, and prepare for the new cookieless era.”

Rafael Martín García
COO & Programmatic



The Results

↑ **50%**

incremental uplift in revenue
in the first six months
(May 22–October 22)

↑ **8%**

uplift in CPM



Unified auction across
media types with via
Bulk Configuration Upload