Prebid Server Intelligent Rendering

Machine learning-driven traffic allocation to boost revenue and reduce inefficiencies.

GlobalLogic, in collaboration with AWS, delivers a powerful machine learning solution that **transforms how publishers manage ad traffic** between Google Ad Manager (GAM) and Prebid Server (PBS).

Prebid Server Intelligent Rendering analyzes real-time and historical data to determine the most effective rendering path.

Unlock higher revenue, improve fill rates, and streamline operations without disrupting existing infrastructure, with GlobalLogic and AWS.

15+
years of experience
engineering digital solutions for media & entertainment partners

Key Features

Data Engineering and Processing:
- Automated transfer of GAM logs to Amazon S3
- Parsing, cleaning, and preprocessing of PBS transaction data
- Normalizing PBS and GAM logs into a unified dataset
- Structured metrics for downstream analysis

Model Development:
- Feature engineering for traffic allocation
- Analysis to identify low-value GAM inventory
- Pattern recognition in historical data for optimization
- ML models to predict optimal traffic distribution
- Evaluation using uplift, fill rate, accuracy, precision, recall, and ROC

Integration & Deployment:
- ML model integrated into existing PBS on AWS
- Real-time inference endpoint for traffic decisions
- Logic to select direct or GAM rendering path
- A/B testing to compare ML strategy vs. baselinen
- Controlled GAM traffic allocation for model retraining

Ad traffic management has grown increasingly complex, with publishers facing fragmented ecosystems and difficult decisions around how to route demand.

The wrong call can cost revenue, efficiency, and competitive edge.

GlobalLogic's Prebid Server Intelligent Rendering solves this with a machine learning model that predicts the most effective traffic path using historical log data from GAM and PBS. Fully integrated with your AWS-based PBS infrastructure, the solution enables real-time decisioning at scale.

Our **end-to-end delivery—backed by accelerators and proven frameworks**—reduces risk, accelerates ROI, and delivers smarter reach, sharper insights, and stronger campaign performance.

Maximized Revenue

Intelligently routes traffic to the most profitable path—GAM or PBS—based on real-time signals and historical performance.

Operational Efficiency

Automates complex decisioning to reduce manual work, streamline operations, and refocus teams on strategic growth initiatives.

Smarter Decisions

Applies machine learning to optimize allocation using deep log analysis, eliminating guesswork and improving outcomes.

Seamless Integration

Deploys effortlessly within your AWS-based PBS stack, preserving existing workflows while enhancing speed and performance.

Let's start engineering the future of converged TV advertising—together.

Optimize your ad traffic distribution and maximize revenue with GlobalLogic's Prebid Server Intelligent Rendering solution.

Contact us to get started.