



OTHER

How Taboola and Adnimation Deliver 32% More Ad Revenue for Publishers



"At Adnimation, our focus has always been on helping publishers grow sustainably by enabling real performance demand to compete in transparent, healthy marketplaces. Our partnership with Taboola creates exactly that environment, where smarter pricing and cleaner auctions unlock meaningful, long-term revenue growth for publishers."

Tomer Treves,
Co-Founder, Adnimation

32%

Average increase in total ad revenue for publishers using Taboola and Adnimation together

23.5%

of header bidding revenue driven by Taboola on average

50-60%

of header bidding revenue driven by Taboola on specific sites

COMPANY

Adnimation is a full-service ad monetization platform dedicated exclusively to publishers, managing header bidding strategy and ad stack optimization across news, lifestyle, education, and niche content verticals.

CHALLENGE

Publishers were previously relying on static price floors, and losing revenue when those floors failed to reflect real-time buyer behavior. This left impressions sold below their true market value.

SOLUTION

Now, **Taboola's** Header Bidding Adapter competes as a demand partner inside **Adnimation's** AI-driven Prebid framework, bringing incremental performance budgets into a cleaner, more competitive auction.

RESULTS

Publishers using Taboola and Adnimation together see an average **32% increase in total ad revenue**, with Taboola driving an average of **23.5% of total header bidding revenue** and **50-60% on individual sites**.

Introduction

Adnimation is a full-service ad monetization platform dedicated exclusively to publishers, working across news, lifestyle, education, and niche content verticals. As a Google Certified Publishing Partner, Adnimation manages end-to-end ad monetization for its publisher clients. This involves building and optimizing the ad stack, managing demand relationships, and running their core monetization strategy: a Prebid-based header bidding framework optimized by AI-powered Dynamic pricing.

Taboola is one of the world's leading performance advertising platforms, connecting publishers with advertiser demand at scale across thousands of sites globally. Through its Header Bidding Adapter, Taboola competes as a demand partner inside publisher auctions in real time to bring incremental, performance-based budgets into programmatic environments that traditional display demand alone cannot reach.

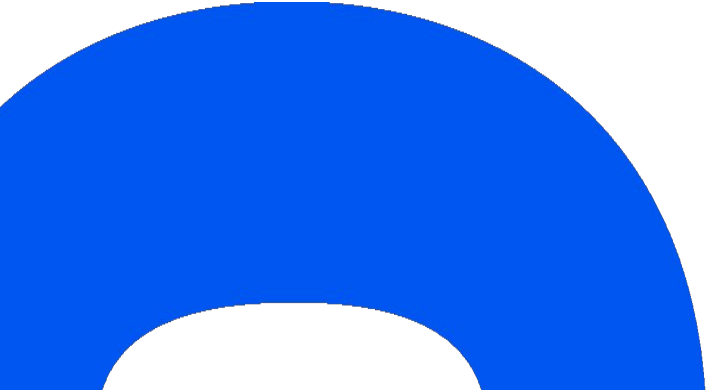


Taboola and Adnimation bring performance demand into a healthier auction

Most publishers running programmatic advertising rely on static price floors, fixed minimum prices below which they won't sell an impression. The problem is that advertiser demand doesn't move in fixed increments. Buyers adjust bids in real time, auction competition rises and falls within minutes, and techniques like bid shading routinely push winning bids below what buyers would otherwise have paid. When floors don't adjust just as quickly, impressions are sold for less than the market would bear, or not sold at all. The revenue loss is ongoing and largely invisible.

Adnimation addresses this with an AI-driven dynamic floor pricing model built into its Prebid framework. Rather than holding a fixed floor, the system continuously updates pricing based on real-time demand signals, ensuring every impression is priced as close to its true value as possible. The framework unifies Google AdX, Prebid bidders, and direct demand into a single managed auction environment where all demand partners compete transparently and on equal terms.

As a partner, **Taboola** enters that auction through its **Header Bidding Adapter**, which allows Taboola to bid in real time alongside every other demand partner in the **Adnimation** Prebid stack. **Taboola's** demand is performance-oriented, tied to clicks and engagement outcomes rather than impressions alone, which means it brings a category of advertiser budget into the auction that traditional display demand cannot access. That is net-new competition and in a well-priced auction it has room to bid aggressively and win. The result is stronger clearing prices and a more competitive auction for publishers running the combined stack.



Publishers across the Adnimation network see 32% more ad revenue with Taboola

The impact of **Taboola** competing inside **Adnimation**'s framework is measurable across every publisher in the network. On average, publishers using both **Taboola** and **Adnimation** together see a **32% increase in total ad revenue**, driven by the compounding effect of more competition, smarter pricing, and demand that scales with performance.

Taboola accounts for an average of **23.5% of total header bidding revenue** across the **Adnimation** publisher base, rising to **50–60% on individual sites** where performance demand is particularly well-matched to the audience. Those figures reflect **Taboola**'s position as a primary driver of header bidding yield for publishers running the combined stack.

The underlying dynamic is straightforward: **Adnimation** builds an auction where every impression is priced accurately and every demand partner competes on equal terms. **Taboola** brings the performance demand that thrives in exactly that environment. Publishers capture the difference.