TECHNICAL AUDIT MAP

Prebid.js Integration Health Check

Six connected areas determine auction reliability, revenue and user experience.



CORE EVIDENCE URL + device + consent state + auction ID + HAR/screenshot + timestamp

FROM FINDINGS TO FIXES

Key Action Items After the Audit

Fix correctness first, then recover revenue, optimize performance and prevent regressions.

P0 CRITICAL — NOW - 24H

Broken auctions or rendering; consent failure; major data exposure or revenue loss.

ACTION

Stop duplicate calls; restore targeting; block non-consented activity; remove test overrides.

P1 HIGH — 1 - 2 WEEKS

Material timeout, discrepancy, transparency or monetization issue.

ACTION

Fix bidder params; align price buckets; repair refresh; correct ads.txt and schain.

P2 MEDIUM — 2 - 6 WEEKS

Performance or observability prevents safe optimization.

ACTION

Trim modules; tune timeout and bidder mix; improve lazy load; add funnel alerts.

P3 LOW — BACKLOG

Maintainability and future-proofing opportunity.

ACTION

Standardize naming; automate regression tests; document ownership and upgrades.

RECOMMENDED EXECUTION FLOW

1. **BASELINE** — Export config and 7-14 days of segmented KPIs.
2. **CORRECT** — Fix P0 issues across templates and consent states.
3. **RECOVER** — Repair demand, targeting, transparency and refresh.
4. **OPTIMIZE** — A/B test bidder mix, timeout, floors and loading.
5. **PROTECT** — Add smoke tests, alerts, ownership and rollback.

EVERY ACTION ITEM NEEDS

Finding + evidence · Priority · Owner · Due date · Success metric · Verification · Rollback

MEASURE BEFORE AND AFTER

Bid rate · Timeout rate · Response p75 / p90 · Prebid win rate · Render discrepancy · Revenue / 1K PV

Need an independent audit? RTB Devs reviews Prebid.js, Prebid Server, OpenRTB and monetization infrastructure.

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