



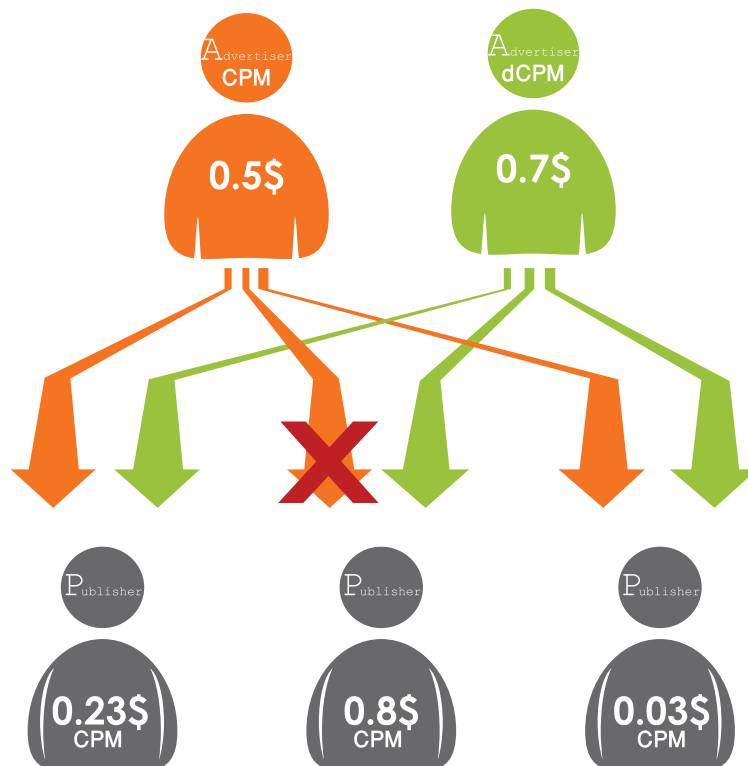
dCPM – Maximum Performance at Minimum Price

dCPM Compared to CPM

To present the concept we can start by saying not all publishers are equal – some are more expensive, some are less, some have more traffic, others don't, and some are higher tier (more premium) and some are lower tier.

The objective of each campaign is to get the most suitable traffic for the lowest possible cost.

Let's compare an advertiser who buys CPM for a **fixed** cost of 0.5\$ and an advertiser who pays a **dynamic** CPM of 0.7\$.





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dCPM Compared to CPM

In the CPM case the campaign will not run on the 2nd Publisher because the bid placed isn't competitive.

In the dCPM case we will have a few advantages:

1. We will win ALL THE PUBLISHERS.
2. The cost will only be THE NECESSARY MINIMUM REQUIRED TO WIN THE TRAFFIC. We will pay only 0.24\$ in the first case, 0.81\$ in the second and 0.04\$ in the third case, which brings us to the second advantage – NO OVERBIDDING!

The CPM advertiser would be spending funds which could have gone to achieve more traffic from more publishers in general and HIGHER TIER publishers traffic specifically in this case.

By winning the more competitive traffic the advertiser will hit the places where the traffic is most efficient.

3. The dynamic adjustment allows us to win higher eCPM placements, which balance with the lower tier publishers.

Bottom line:

- A. with the dCPM pricing we paid the real market value for each Publisher's traffic.**
- B. We got higher reach – both in Impressions and in Publishers.**
- C. We will pay according to the performance and the ROI goals, which brings us to our next point.**



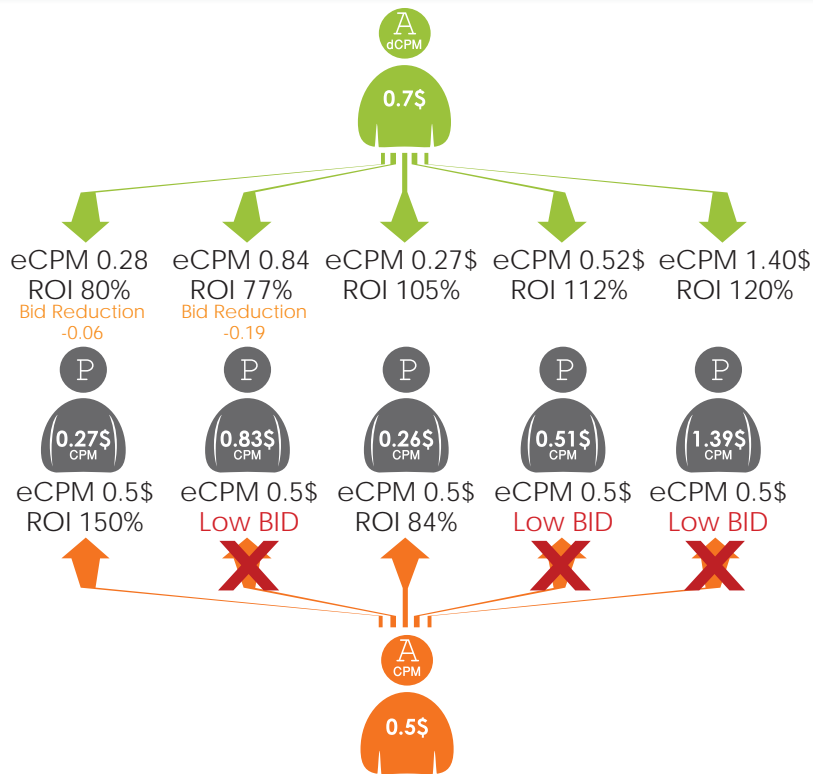
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Performance

Regarding the performance aspect:

If we compare the CPM and the dCPM clients, and look at the table below we will see a few things.

	Unit Price	CPA goal	eCPM - Publisher 0.26\$	eCPM - Publisher 0.51\$
dCPM	0.7\$	80\$	0.63\$ (90\$ = balanced)	0.81\$ (50\$ eCPA)
CPM	0.5\$	80\$	0.5\$ (120\$ eCPA = excluded)	0.5\$ (Non- competitive Bid)





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Performance

With the publishers from the last example our CPM advertiser is not performing on the 3rd publisher and will not buy from there. In addition the bid wasn't competitive enough to win Publishers 2, 4 and 5.

The dCPM advertiser **won** the traffic at the minimum necessary bid and therefore:

1. **The CPA is significantly lower due to more publishers being won and the fact that the price of the bid would be adjusted according to the ROI.**
2. **If the goals are not met, the flexibility of dCPM will allow us to achieve them if it's possible, rather than exclude the publisher all together.**

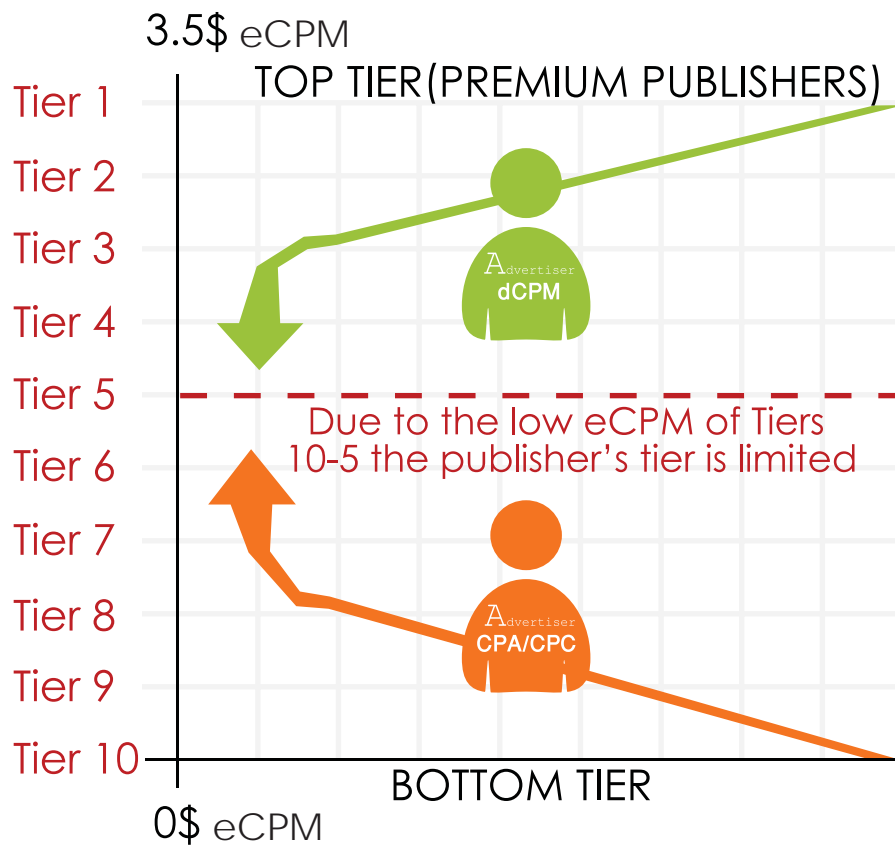




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dCPM VS. CPA/CPC – Starting Points Difference

When comparing CPA/CPC to dCPM there is a clear advantage to dCPM for 2 main reasons:





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dCPM VS. CPA/CPC – Summary

CPA/CPC campaigns and dCPM campaigns start from 2 different points.

1. **The dCPM advertiser starts from higher tier of publishers, achieving faster learning, more traffic and can choose only the most effective publishers, as we saw before.**
2. **The learning process will already show result and a higher conversion rate right off the start of the campaign.**

On the other hand, the CPA/CPC advertiser starts from the lower tier publishers, achieving traffic only from places which agree to this pricing model and not being able to adjust according to ROI goals, other than exclude less performing publishers. In addition to this, the learning process will be longer and will not show results in the beginning of the campaign.

Summary

dCPM gets MORE traffic and in a larger diversity of publishers than **CPM**

dCPM doesn't overbid and inflate the eCPA

dCPM prices can be adjusted according to performance to meet goals

dCPM starts from TOP tier publishers therefore giving you the MOST suitable traffic from the start, unlike **CPA/CPC**.

