



## dCPM Pricing Model: Maximum Performance-Minimum Cost

The dCPM model is the most efficient way for advertisers to achieve maximum relevant traffic at the lowest possible cost, while maintaining the campaign's goals & targets.

### What is dCPM (Dynamic CPM)?

dCPM is a dynamic pricing model that allows advertisers to adjust the price of their bids on the fly, according to performance, in order to make maximum use of media, and maximally optimize their campaigns - based on each campaign's specific goals. dCPM brings advertisers **the most effective traffic at the lowest possible cost, enabling them to achieve continuously improved ROI.**

### Who should run a dCPM Campaign?

Since dCPM is a performance model which is optimized toward the advertiser's CPL/CPA goals, maximum benefit from dCPM will be gained by advertisers interested in expanding their online business and extending their reach within the available media - and who are seeking low eCPM's and high ROI.

### What is the difference between CPM and dCPM?

When running a **CPM campaign**, the advertiser pays a fixed price for every 1000 impressions. This means that he may overpay if the placement is actually sold at a lower price, or he may fail to win the bid, if his offer is not sufficiently competitive.

With a **dCPM** model, a maximum price is set, so the advertiser pays the real market value for each publisher's traffic, enabling more traffic and a larger diversity of publishers.

This model ensures better reach - both in impressions and in publishers - in the most cost-effective way possible.

## Why should I run a dCPM rather than a CPA/CPL-based campaign?

There are clear advantages to the dCPM model: the dCPM advertiser starts from a higher tier of publishers, achieves faster learning, gets a higher volume of traffic, and can select only the most effective publishers.

On the other hand, the CPA/CPL advertiser starts from lower tier publishers - achieving traffic only from places that agree to this pricing model. He can't adjust his campaigns according to ROI goals, other than excluding the poorest performing publishers, and the learning is very slow and restricted.

## How long will it take to see results?

The dCPM model begins with a learning process that is designed to improve the campaign's performance as it goes along. Each campaign has its own learning curve and therefore, timetables vary.

## What kind of budget is required to run a dCPM campaign?

dCPM campaigns require realistic budgets that allow the most effective campaign optimization. Budgets should reflect the campaign's goals and target volumes.

Since dCPM campaigns seek the best converting publishers for a specific advertiser, budgets should be utilized wisely, taking into consideration specific targeting in terms of channels, geo targeting, gender/age, and so on.



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