



MonetizeMore

KEY INSIGHTS:

Tier 1 Demand partners need more time(889ms to 1157ms) to bid on inventory so publishers should set a timeout above 1157ms to bring in higher bids for their inventory.

Tablet revenue continues to outperform desktop & mobile inventory revenue across different timeout ranges & geos.

The growth of **Mean CPM** rates across **Tier 1** countries & HKD/SGD shows global advertisers are shifting more budget to Programmatic Display from IOs/TV/Radio/OOH



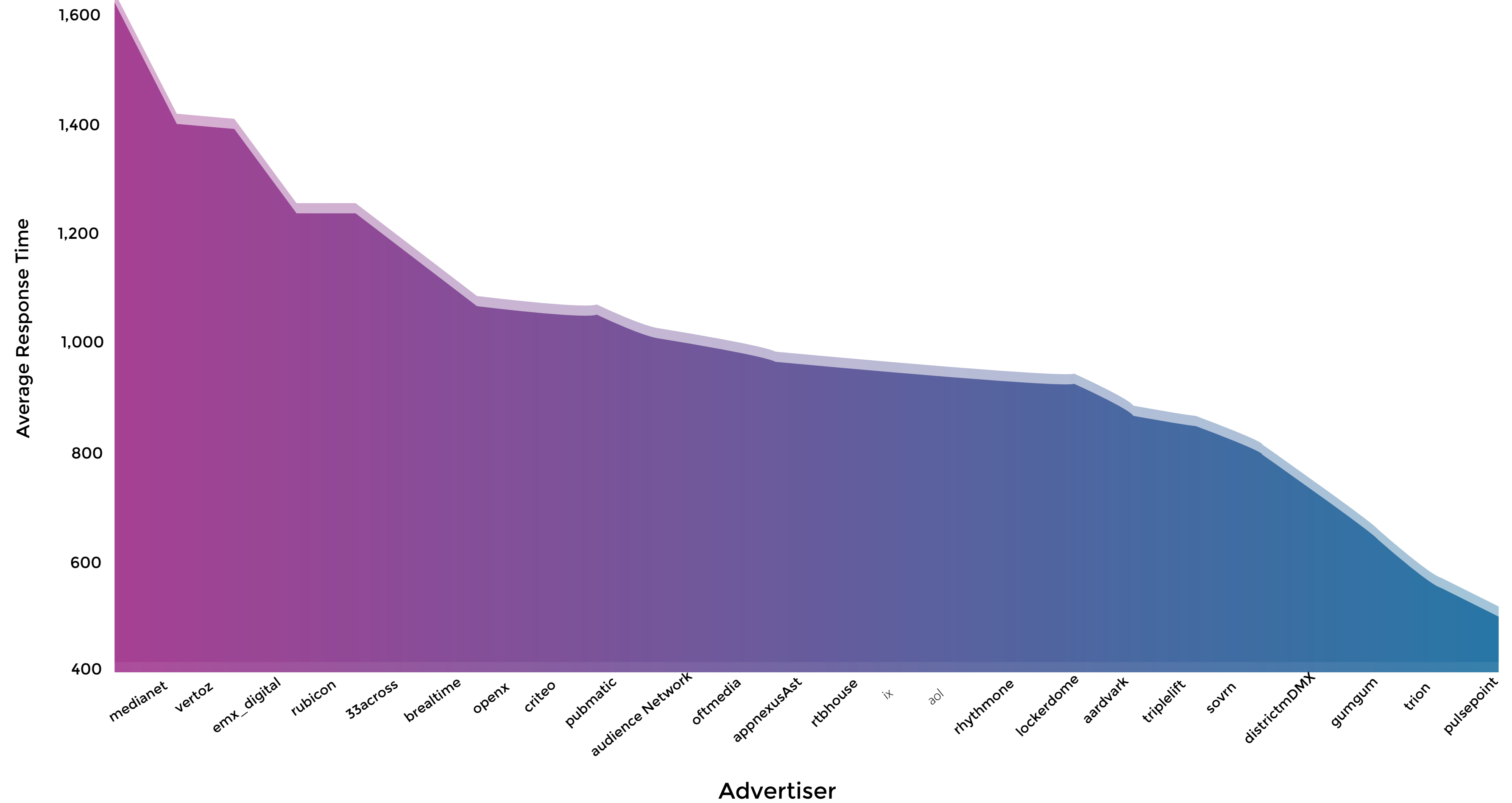
METHODOLOGY

Our **Data Science** team put together this exploratory analysis based on data from August 2019. In case of metrics that contains country as a dimension we have selected the **Top 25** across our publisher clients. The Mean CPM is in USD.



AVERAGE ADVERTISER RESPONSE TIME

Average Response Time by Advertiser

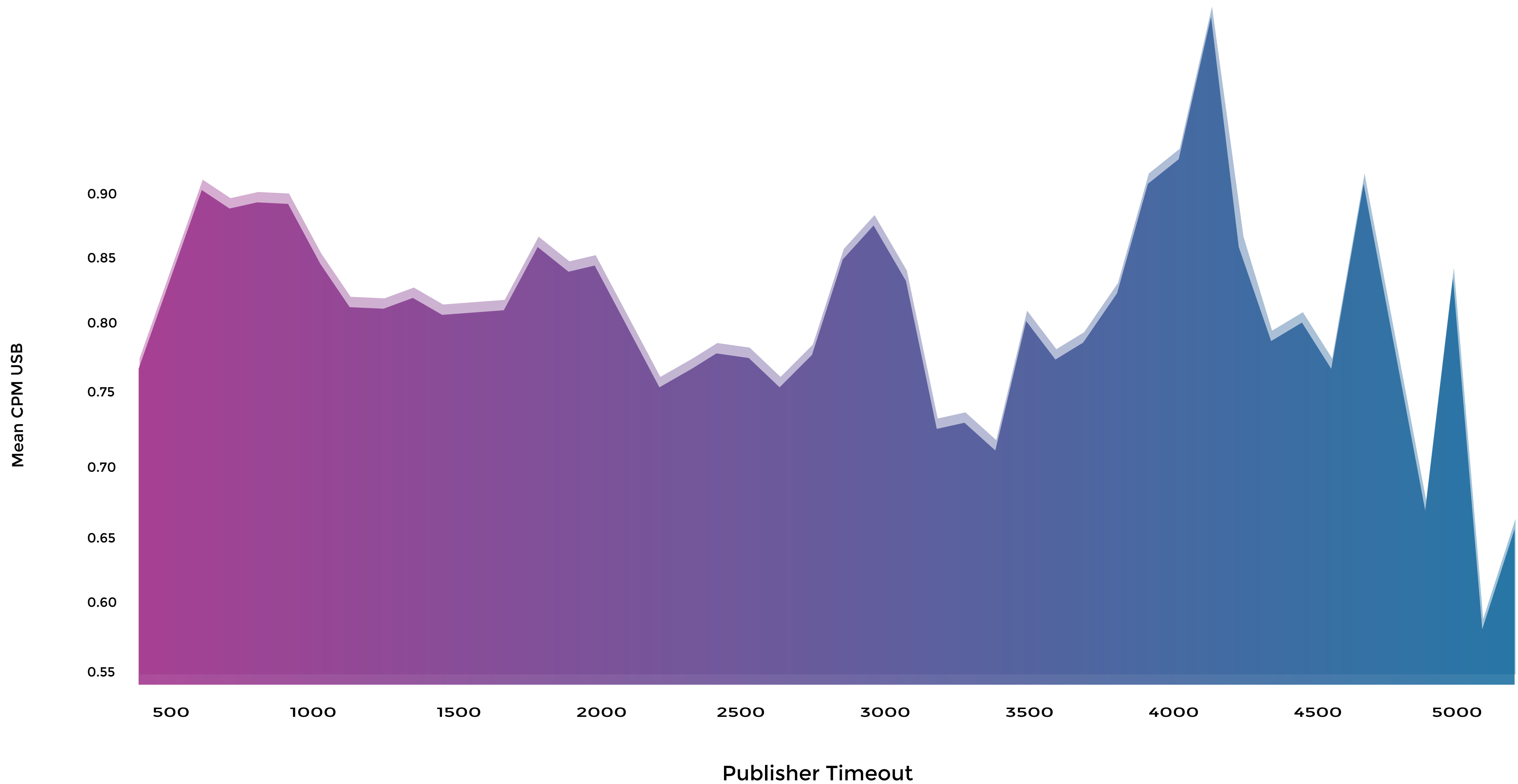


AVERAGE ADVERTISER RESPONSE TIME

Bidder name	Bidder Response Time
PULSEPOINT	490.55
TRION	537.5212522
GUMGUM	621.9319284
DISTRICTMDMX	687.522999
SOVRN	760.4857857
TRIPLELIFT	807.1118674
AARDVARK	823.1946046
LOCKERDOME	875.3333333
RHYTHMONE	883.1479045
AOL	889.5377502
IX	894.6702791
RTBHOUSE	902.0533643

Bidder name	Bidder Response Time
APPNEXUSAST	912.8103044
OFTMEDIA	936.2459871
AUDIENCENETWORK	952.2671015
PUBMATIC	989.18204
CRITEO	995.2779362
OPENX	1008.239635
BREALTIME	1080.069196
33ACROSS	1157.183058
RUBICON	1157.288262
EMX_DIGITAL	1301.82613
VERTOZ	1305.093567
MEDIANET	1514.075059

MEAN CPM BY TIMEOUT



MEAN CPM BY TIMEOUT

(via HB auction)

Timeout	Mean CPM USD	Timeout	Mean CPM USD	Timeout	Mean CPM USD
500	\$0.699933799	2100	\$0.717799806	3700	\$0.715062077
600	\$0.744808846	2200	\$0.691355943	3800	\$0.736854323
700	\$0.785241136	2300	\$0.697425396	3900	\$0.786403975
800	\$0.776776846	2400	\$0.708044931	4000	\$0.799352077
900	\$0.779990719	2500	\$0.705205561	4100	\$0.755253544
1000	\$0.778813978	2600	\$0.691250178	4200	\$0.712487372
1100	\$0.750025019	2700	\$0.706727625	4300	\$0.722000086
1200	\$0.730110776	2800	\$0.75249777	4400	\$0.698111643
1300	\$0.728471246	2900	\$0.769128907	4500	\$0.787117312
1400	\$0.734136536	3000	\$0.742283476	4600	\$0.713240389
1500	\$0.726216821	3100	\$0.669829277	4700	\$0.628405114
1600	\$0.726314173	3200	\$0.744808846	4800	\$0.743568296
1700	\$0.727898883	3300	\$0.675269283	4900	\$0.574285447
1800	\$0.757598391	3400	\$0.661364339	5000	\$0.625215525
1900	\$0.747190504	3500	\$0.725418136		
2000	\$0.749764021	3600	\$0.703456369		

ADVERTISER AVG RESPONSE TIME BY COUNTRY & DEVICE

(via HB auction)

Country	Device type	Bidder Response Time
 AU	Desktop	1030.251353
 AU	Mobile	1110.563722
 AU	Tablet	1529.162832
 CA	Desktop	736.0703297
 CA	Mobile	879.8531088
 CA	Tablet	1389.958826
 DE	Desktop	798.2299188
 DE	Mobile	967.8904535
 DE	Tablet	1578.30897
 ES	Desktop	877.7536657
 ES	Mobile	1173.475398
 ES	Tablet	1334.688442
 FR	Desktop	-1360.609901
 FR	Mobile	976.2500667
 FR	Tablet	1511.568182

Country	Device type	Bidder Response Time
 GB	Desktop	788.2449977
 GB	Mobile	888.677044
 GB	Tablet	1242.877088
 IT	Desktop	752.4810017
 IT	Mobile	1044.693254
 IT	Tablet	1255.362205
 NL	Desktop	748.7922684
 NL	Mobile	821.1054173
 NL	Tablet	1408.436242
 NZ	Desktop	1006.449631
 NZ	Mobile	1294.104912
 NZ	Tablet	1689.30292
 US	Desktop	735.9122239
 US	Mobile	847.0289134
 US	Tablet	1214.100761

MEAN CPM BY TIMEOUT & DEVICE

(via HB auction)

Timeout	Device	Mean CPM USD	Timeout	Device	Mean CPM USD
500	Desktop	\$0.6926001117	900	Desktop	\$0.8184758979
500	Mobile	\$0.7077320777	900	Tablet	\$0.8792061233
500	Tablet	\$0.8903971621	1000	Mobile	\$0.7205093547
600	Desktop	\$0.7288261138	1000	Desktop	\$0.870949816
600	Mobile	\$0.7583874062	1000	Tablet	\$0.8981648656
600	Tablet	\$0.8881599091	1100	Mobile	\$0.6817880411
700	Desktop	\$0.7826325228	1100	Desktop	\$0.8642448882
700	Mobile	\$0.7851444143	1100	Tablet	\$0.9059221923
700	Tablet	\$0.8577170016	1200	Mobile	\$0.6636244153
800	Desktop	\$0.771667197	1200	Desktop	\$0.8379353105
800	Mobile	\$0.7751033221	1200	Tablet	\$0.9225429555
800	Tablet	\$0.9134636447	1300	Mobile	\$0.6709912514
900	Mobile	\$0.7504588201	1300	Desktop	\$0.830484629

Timeout	Device	Mean CPM USD
1300	tablet	\$0.935245114
1400	mobile	\$0.660297271
1400	Desktop	\$0.878408832
1400	tablet	\$0.949076255
1500	Mobile	\$0.64631112
1500	Desktop	\$0.893889184
1500	Tablet	\$0.942462738
1600	Mobile	\$0.652000345
1600	Desktop	\$0.886977246
1600	Tablet	\$0.937907855
1700	Mobile	\$0.664292707
1700	Desktop	\$0.862532032
1700	Tablet	\$0.963525493
1800	Mobile	\$0.672825634
1800	Desktop	\$0.948882819
1800	Tablet	\$0.95279528

Timeout	Device	Mean CPM USD
1900	Mobile	\$0.671259992
1900	Desktop	\$0.910877646
1900	Tablet	\$1.065064065
2000	Mobile	\$0.651290411
2000	Desktop	\$0.960563986
2000	Tablet	\$1.056865782
2100	Mobile	\$0.651330381
2100	Tablet	\$0.885492134
2100	Desktop	\$0.886331192
2200	Mobile	\$0.637237144
2200	Desktop	\$0.823729457
2200	Tablet	\$0.91359789
2300	Mobile	\$0.622956929
2300	Desktop	\$0.905133816
2300	Tablet	\$0.940051081
2400	Mobile	\$0.644471702

Timeout	Device	Mean CPM USD
2400	tablet	\$0.848597076
2400	Desktop	\$0.899578404
2500	Mobile	\$0.611695498
2500	tablet	\$0.859361848
2500	Desktop	\$0.99906499
2600	Mobile	\$0.60767412
2600	Tablet	\$0.879397859
2600	Desktop	\$0.931017222
2700	Mobile	\$0.648263746
2700	Tablet	\$0.843351453
2700	Desktop	\$0.871380466
2800	Mobile	\$0.681228305
2800	Desktop	\$0.940513893
2800	Tablet	\$1.000017144
2900	Mobile	\$0.72765281
2900	Tablet	\$0.738064042

Timeout	Device	Mean CPM USD
2900	Desktop	\$0.896844654
3000	Mobile	\$0.70123264
3000	Tablet	\$0.701948871
3000	Desktop	\$0.875714191
3100	Desktop	\$0.596637698
3100	Mobile	\$0.720289153
3100	Tablet	\$0.935849858
3200	Mobile	\$0.628430639
3200	Desktop	\$0.756897968
3200	Tablet	\$0.837488075
3300	Mobile	\$0.612877091
3300	Tablet	\$0.76253911
3300	Desktop	\$0.791136597
3400	Mobile	\$0.664414511
3400	Desktop	\$0.841832914
3400	Tablet	\$1.029616944

Timeout	Device	Mean CPM USD
3500	Mobile	\$0.675169407
3500	Desktop	\$0.765145065
3500	Tablet	\$0.808172517
3600	tablet	\$0.674048603
3600	Mobile	\$0.704631103
3600	Desktop	\$0.766457277
3700	Mobile	\$0.663528897
3700	Desktop	\$0.954607049
3700	Tablet	\$0.972451763
3800	Mobile	\$0.768185708
3800	Tablet	\$0.840137516
3800	Desktop	\$0.840436496
3900	Mobile	\$0.750160809
3900	Tablet	\$0.766567903
3900	Desktop	\$1.019804731
4000	Mobile	\$0.725597201

Timeout	Device	Mean CPM USD
4000	Tablet	\$0.934169644
4000	Desktop	\$1.647199615
4100	Mobile	\$0.662254349
4100	Tablet	\$0.66695203
4100	Desktop	\$1.232306811
4200	Mobile	\$0.66382747
4200	Tablet	\$0.726127978
4200	Desktop	\$0.909058073
4300	Tablet	\$0.60453594
4300	Mobile	\$0.646501395
4300	Desktop	\$1.14125476
4400	Mobile	\$0.673506686
4400	Desktop	\$0.770746059
4400	Tablet	\$0.78758545
4500	Desktop	\$0.575368458
4500	Tablet	\$0.642760151

Timeout	Device	Mean CPM USD
4500	Mobile	\$0.850455588
4600	Mobile	\$0.700552014
4600	Desktop	\$0.737924553
4600	tablet	\$0.771348383
4700	Mobile	\$0.609989571
4700	Desktop	\$0.668195931
4700	Tablet	\$0.692422137
4800	Mobile	\$0.716206631
4800	Desktop	\$0.764674423
4800	Tablet	\$0.865822188
4900	Mobile	\$0.513045451
4900	Tablet	\$0.654651381
4900	Desktop	\$0.851086087
5000	Mobile	\$0.586552486
5000	Tablet	\$0.590586615
5000	Desktop	\$0.857200693

ADVERTISER AVERAGE CPM BY COUNTRY

Tier 1 Countries	Ad Network	Average CPM (USD)
 AU	aardvark	\$0.0617857537
 AU	appnexusAst	\$0.1433369863
 AU	oftmedia	\$0.1540843197
 AU	criteo	\$0.3308529801
 AU	pulsepoint	\$0.3358364056
 AU	brealtime	\$0.3417277284
 AU	openx	\$0.4156634753
 AU	rhythmone	\$0.4474888696
 AU	sovrn	\$0.5038082937
 AU	appnexus	\$0.5166400454
 AU	audienceNetwork	\$0.6264119431
 AU	districtm	\$0.6264872018
 AU	rubicon	\$0.6777355759

Tier 1 Countries	Ad Network	Average CPM (USD)
 AU	ix	\$0.8044876768
 AU	33across	\$0.8515756413
 AU	aol	\$0.9465239663
 AU	triplelift	\$0.9682392873
 AU	pubmatic	\$1.096874565
 AU	conversant	\$1.28385111
 AU	emx_digital	\$1.699322496
 AU	gumgum	\$1.749945201
 AU	medianet	\$1.764551927
 AU	districtmDMX	\$2.776031051
 CA	vertoz	\$0.1108792541
 CA	oftmedia	\$0.1193145462
 CA	aardvark	\$0.1336147714

Tier 1 Countries	Ad Network	Average CPM (USD)
 CA	pulsepoint	\$0.1809237209
 CA	brealtime	\$0.3052599356
 CA	appnexusAst	\$0.3563411385
 CA	criteo	\$0.4673465948
 CA	appnexus	\$0.5106803471
 CA	audienceNetwork	\$0.5187427289
 CA	sovrn	\$0.5282378767
 CA	districtm	\$0.5948576519
 CA	medianet	\$0.6330736349
 CA	rubicon	\$0.6539501608
 CA	pubmatic	\$0.6993165077
 CA	rhythmone	\$0.7341983264
 CA	openx	\$0.7393586219
 CA	33across	\$0.7542607159
 CA	ix	\$0.7964549867
 CA	districtmDMX	\$0.8385906152

Tier 1 Countries	Ad Network	Average CPM (USD)
 CA	conversant	\$0.8949041319
 CA	aol	\$0.9839915257
 CA	trion	\$1
 CA	triplelift	\$1.088805465
 CA	emx_digital	\$1.107156114
 CA	gumgum	\$1.761277785
 CA	medianet	\$0.02323891222
 DE	aardvark	\$0.107193517
 DE	conversant	\$0.1800355585
 DE	pubmatic	\$0.2127684637
 DE	appnexusAst	\$0.2471960711
 DE	openx	\$0.3090421005
 DE	appnexus	\$0.3538436976
 DE	aol	\$0.3813910924
 DE	rubicon	\$0.3823140399
 DE	criteo	\$0.4085926198

Tier 1 Countries	Ad Network	Average CPM (USD)
------------------	------------	-------------------

 DE	sovrn	\$0.4093040925
 DE	gumgum	\$0.447465837
 DE	oftmedia	\$0.4590755961
 DE	audienceNetwork	\$0.4804771824
 DE	rhythmone	\$0.5775869852
 DE	brealttime	\$0.6267960403
 DE	districtm	\$0.6509204973
 DE	ix	\$0.6547446739
 DE	emx_digital	\$0.6646666508
 DE	triplelift	\$0.6823869565
 DE	33across	\$0.8060053019
 ES	appnexusAst	\$0.03295283997
 ES	rhythmone	\$0.03392321914
 ES	emx_digital	\$0.07056986541
 ES	rubicon	\$0.07066631813
 ES	appnexus	\$0.1155097702

Tier 1 Countries	Ad Network	Average CPM (USD)
------------------	------------	-------------------

 ES	criteo	\$0.1194745667
 ES	pubmatic	\$0.1501186257
 ES	oftmedia	\$0.1799911647
 ES	sovrn	\$0.1824506355
 ES	openx	\$0.1845298694
 ES	audienceNetwork	\$0.2906847182
 ES	ix	\$0.3153581621
 ES	conversant	\$0.3165361385
 ES	brealttime	\$0.3518403085
 ES	districtm	\$0.3519882212
 ES	aol	\$0.5136050071
 ES	triplelift	\$0.5423772936
 ES	aardvark	\$0.6964116593
 FR	appnexusAst	\$0.02161354013
 FR	medianet	\$0.03147122562
 FR	aardvark	\$0.04506662302

Tier 1 Countries	Ad Network	Average CPM (USD)
 FR	rhythmone	\$0.06625031081
 FR	rubicon	\$0.1292779638
 FR	pubmatic	\$0.1535331972
 FR	sovrn	\$0.1629778542
 FR	criteo	\$0.1818149388
 FR	criteo	\$0.1938107452
 FR	oftmedia	\$0.1975199294
 FR	openx	\$0.2385637071
 FR	ix	\$0.2730426705
 FR	districtm	\$0.2849233152
 FR	brealttime	\$0.2914087846
 FR	audienceNetwork	\$0.3361378352
 FR	emx_digital	\$0.4319915736
 FR	aol	\$0.5118914184
 FR	conversant	\$0.5663034558
 FR	33across	\$0.9226762652

Tier 1 Countries	Ad Network	Average CPM (USD)
 FR	triplelift	\$0.9360095174
 FR	districtmDMX	\$1.770157933
 GB	districtmDMX	\$0.1579123259
 GB	oftmedia	\$0.2310375188
 GB	appnexusAst	\$0.2405466652
 GB	sovrn	\$0.2632197022
 GB	rubicon	\$0.2973059056
 GB	aardvark	\$0.310928119
 GB	audienceNetwork	\$0.3960843232
 GB	rhythmone	\$0.3991421795
 GB	brealttime	\$0.4238901864
 GB	aol	\$0.4780854493
 GB	pulsepoint	\$0.5029579213
 GB	appnexus	\$0.5570545681
 GB	pubmatic	\$0.5817434124
 GB	ix	\$0.58853467

Tier 1 Countries	Ad Network	Average CPM (USD)
 GB	openx	\$0.6609301429
 GB	districtm	\$0.8186402685
 GB	criteo	\$0.8289349474
 GB	33across	\$0.9245902042
 GB	triplelift	\$1.053279691
 GB	conversant	\$1.209559345
 GB	medianet	\$1.262104249
 GB	gumgum	\$1.581600428
 GB	emx_digital	\$1.593954508
 IT	rubicon	\$0.1006422689
 IT	pubmatic	\$0.1120775407
 IT	oftmedia	\$0.121167317
 IT	openx	\$0.1244025122
 IT	emx_digital	\$0.1348035
 IT	sovrn	\$0.1609638613
 IT	appnexus	\$0.1609638613

Tier 1 Countries	Ad Network	Average CPM (USD)
 IT	brealttime	\$0.1829463995
 IT	ix	\$0.2335670196
 IT	audienceNetwork	\$0.2490750506
 IT	criteo	\$0.3118421491
 IT	districtm	\$0.3142277617
 IT	aol	\$0.3486793303
 IT	triplelift	\$13.42638912
 NL	conversant	\$0.05000000075
 NL	criteo	\$0.1170120728
 NL	pubmatic	\$0.1797440941
 NL	sovrn	\$0.2461186606
 NL	oftmedia	\$0.3382019282
 NL	rubicon	\$0.3483256271
 NL	appnexus	\$0.3652643478
 NL	audienceNetwork	\$0.4055208796
 NL	openx	\$0.4172902588

Tier 1 Countries	Ad Network	Average CPM (USD)
------------------	------------	-------------------

 NL	brealtime	\$0.5042884809
 NL	aol	\$0.5128692977
 NL	ix	\$0.5593682979
 NL	districtm	\$0.6879816883
 NL	triplelift	\$0.750589631
 NL	rhythmone	\$0.8768995404
 NL	emx_digital	\$1.016184449
 NL	appnexusAst	\$1.657911658
 NZ	aardvark	\$0.07540051754
 NZ	appnexusAst	\$0.1345659688
 NZ	oftmedia	\$0.1866118237
 NZ	criteo	\$0.2903525021
 NZ	pulsepoint	\$0.3127235306
 NZ	appnexus	\$0.3800431887
 NZ	rhythmone	\$0.4334981236
 NZ	brealtime	\$0.477415216

Tier 1 Countries	Ad Network	Average CPM (USD)
------------------	------------	-------------------

 NZ	medianet	\$0.4983396291
 NZ	sovrn	\$0.5581659091
 NZ	33across	\$0.5832983063
 NZ	audienceNetwork	\$0.6244713329
 NZ	rubicon	\$0.6885141177
 NZ	openx	\$0.697419261
 NZ	districtm	\$0.7026135663
 NZ	emx_digital	\$0.7108356032
 NZ	ix	\$0.7717533691
 NZ	aol	\$1.039067584
 NZ	triplelift	\$1.129399071
 NZ	pubmatic	\$1.246076452
 NZ	conversant	\$2.47614067
 NZ	gumgum	\$7.682153489
 US	lockerdome	\$0.01255454546
 US	vertoz	\$0.1028379314

MEAN CPM BY COUNTRY

Tier 1 Countries	Mean CPM USD	Tier 2 Countries	Mean CPM USD	Tier 3 Countries	Mean CPM USD
 US	\$1.032508034	 SG	\$0.5707413525	 BD	\$0.1554980989
 CA	\$0.6156498237	 HK	\$0.4160404443	 IN	\$0.1927671924
 AU	\$0.5800565887	 JP	\$0.3070131348		
 NZ	\$0.5752211586	 MY	\$0.2379791265		
 GB	\$0.4813477284	 ID	\$0.1962755687		
 DE	\$0.4239226018	 KR	\$0.1861016661		
 NL	\$0.3623684973	 MX	\$0.1693113065		
 FR	\$0.2209852787	 BR	\$0.1569621934		
 IT	\$0.1764495808	 CL	\$0.1337784411		
 ES	\$0.127373415	 TW	\$0.1310937002		
		 AR	\$0.09266529777		
		 CO	\$0.05793505028		
		 PH	\$0.2263619329		



MonetizeMore

MonetizeMore is your trusted programmatic yield partner. Through our combination of monetization software solutions, industry-leading partnerships and a full-time team over 130 people we help publishers realize their ad revenue potential. Together with our 300+ publisher community we monetize over 400 million page views every month.

Get in touch with us today [**MonetizeMore.com**](https://monetizemore.com) or reach out directly to our VP of Marketing [**brandon@monetizemore.com**](mailto:brandon@monetizemore.com)