

—Make Money With— PROGRAMMATIC

Discover the common models you and your agency can use to make money with your programmatic advertising efforts.



Percentage of Media

Take a cut of the media budget for managing the campaign



Pros

- Flexible and transparent
- Revenue upside with large budgets



Cons

- Campaign expectations based off net budget, not gross
- Spend is projected



Fixed CPM

Sell at a fixed CPM higher than what's actually achieved to collect the difference in margin



Pros

- New clients = more comfortable
- Fixed CPMs can provide higher margins = higher profits for you



Cons

- Variable CPM is an estimate of potential that's relative to the sold
- May be expensive/not transparent
- Builds an artificial price barrier



Hourly Rate

Sell a scope of work with a set amount of hours at a set hourly rate



Pros

- Transparent
- Usually the cheapest option



Cons

- Easy to spend too much time on a campaign
- Limits amount of revenue from bigger budget