

The CPM Cheat Sheet is intended to provide a general guideline for planning and setting initial ad group bids. While the dynamic nature of programmatic media buying does not allow us to forecast CPMs, the Client Experience Team is available to help you tailor these guidelines to your campaign's unique targeting.

CPM Guidelines:

	Display/ Mobile	Video	Native	Audio	Connected TV
Contextual	\$1-4 CPM	\$11-\$15 CPM	\$4-\$9 CPM	N/A	N/A
Broad Data Targeting <i>(large potential reach)</i>	\$2-4 CPM	\$13-\$15 CPM	\$4-\$9 CPM	\$8-\$25 CPM	\$20-\$60 CPM
Niche Data Targeting <i>(small potential reach)</i>	\$3-6 CPM	\$14-\$17 CPM	\$6-\$10 CPM	\$15-\$30 CPM	\$40-\$80 CPM
Retargeting	\$3-6 CPM	\$14-\$17 CPM	\$6-\$10 CPM	\$18-\$22 CPM	\$20-\$60 CPM
Contextual Keyword	\$3-6 CPM	\$12-\$16 CPM	\$5-\$9 CPM	N/A	N/A

For the Visual Learners:



\$\$\$\$

With a broad audience, the target is large and less expensive



\$\$\$\$

With a more filtered audience, the smaller and more costly the end target becomes



Notes & Best Practices

Targeting and ad group variables may greatly impact the CPMs needed to secure inventory.

- Flight time
- Creative assets
- Size of custom audience
- Narrow geolocation or postal code targeting

Ready to launch a campaign? Leverage our [Campaign Planner Guide](#) to select targeting types that will help achieve your goal.