

CPM Guidelines:

	Display/Mobile	Video
*Data Targeting (1-3 audience segments)	\$2-4 CPM	\$13-\$15 CPM
*Data Targeting (3+ audience segments)	\$3-6 CPM	\$14-\$17 CPM
*Contextual	\$1-4 CPM	\$11-\$15 CPM
*Retargeting	\$3-6 CPM	\$14-\$17 CPM
Contextual Keyword	\$3-6 CPM	\$12-\$16 CPM

**Cannot accurately forecast CPM due to unknown audience pool size/available impressions (inventory). Estimate ranges provide a rough guideline for planning purposes.*

For the Visual Learners:



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



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



Notes & Best Practices

These CPMs are guidelines. Variables such as those listed below will greatly impact the CPMs for your campaign.

- Flight time
- Creative assets
- Retargeting size
- Zip code level targeting

Ready to launch a campaign? Schedule a session with us and make sure to have your ABC's ready:

- Audience
- Budget
- Creative assets