

CPM Cheat Sheet

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.

	Display/ Mobile	Video	Native	Audio	CTV
Contextual	\$1-\$4 CPM	\$11-\$15 CPM	\$4-\$9 CPM	N/A	N/A
Broad Data Targeting (large potential reach)	\$2-\$4 CPM	\$13-\$15 CPM	\$4-\$9 CPM	\$8-\$25 CPM	\$20-\$43 CPM
Niche Data Targeting (small potential reach)	\$3-\$6 CPM	\$14-\$17 CPM	\$6-\$10 CPM	\$15-\$30 CPM	\$25-\$48 CPM
Retargeting	\$3-\$6 CPM	\$14-\$17 CPM	\$6-\$10 CPM	\$18-\$22 CPM	\$18-\$40 CPM
Contextual Keyword	\$3-\$6 CPM	\$12-\$16 CPM	\$5-\$9 CPM	N/A	N/A
Amazon DSP	\$2-\$5 CPM	\$12-\$14 CPM	N/A	\$14-\$20 CPM	\$35-\$40 CPM

FOR THE VISUAL LEARNERS

NOTES & BEST PRACTICES



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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

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

- Flight time
- Size of custom audience
- Creative assets
- 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.