



AY INDUSTRY INSIGHTS REPORT

Q2'24 Publisher Trends

Global Programmatic & Ad Revenue

An overview of the key quantity and quality data analyzed in the last quarter based on *Assertive Yield Industry Insights*, market updates and trends.

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Foreword

A Look at the Industry Insights of Q2'2024

Welcome to the Q2'24 AY Global Ad Revenue Index Report!

I am pleased to present the latest insights from Q2 2024. The AY Global Ad Revenue Index for this quarter shows a moderate performance compared to previous years. While the index for Q2 2024 is higher than in 2020, it remains lower than last year, reflecting the ongoing fluctuations in the advertising landscape.

This year's growth can be attributed to significant investments in digital ad spending, particularly in e-commerce and retail media platforms. Major events such as the preparations for the Paris Olympics and political campaigns in the U.S., Mexico, and India have driven brands to intensify their advertising efforts, especially across digital and social media channels.

In North America, strategic alignments with events like the NFL Draft and NBA Playoffs have resulted in substantial engagement and viewership, driving notable improvements. Despite a seasonal dip following the NBA Finals, the overall performance in Q2 remains stable.

As we look ahead to Q3, we anticipate continued growth fueled by the onset of the NFL season, the holiday season, and upcoming presidential elections. In Europe, improving economic conditions and strategic shifts in advertising practices have supported positive trends in the AY Ad Revenue Index.

To support our partners and publishers in maximizing revenue during this challenging market scenario, we are leveraging advanced AI solutions. Our AY Prebid Server, powered by AI Dynamic Flooring and AI Traffic Shaping, along with our ID Solutions, are designed to optimize ad placements and enhance traffic management. These innovative technologies ensure that our partners can navigate the complexities of the current market effectively and achieve their revenue goals.

These insights from Q2'24 highlight the resilience and evolving dynamics of the global advertising market. I encourage you to delve into the detailed report to better understand these trends and prepare for the opportunities ahead.

Check out our [H1'24 AY Product Update](#) Newsletter and find out more about the latest technologies for SSPs and Digital Publishers.

Nils Lind
Founder & CEO
Assertive Yield



About our Data

250 +

Bidders Tracked

150 trillion +

Data Points

450 +

Active Users

70Bn +

Monthly Impressions Tracked

\$80Mn +

Monthly Revenue Tracked

The Assertive Yield Industry Insights Report methodology analyzes anonymized data sourced from a variety of publishers using our platform. Our advanced technology processes more than 70 billion impressions from publishers every month across various revenue streams such as GAM calls, Prebid auctions, Video Player signals, and Content Recommendation networks. We enhanced this data using APIs, exclusive log-level data partnerships, and our proprietary Machine-Learning algorithms.

The analysis focused on desktop and mobile web data, excluding apps and AMP (Accelerated Mobile Pages). The SSP data reflects demand channeled through Prebid and is further limited to display inventory for clarity.

The AY Global Programmatic Ad Revenue Index is a crucial component of this report, monitoring daily revenue fluctuations across diverse publishers, sectors, and regions. It provides a comprehensive view of the market.

This approach helps us and our partners identify emerging trends and make informed decisions. The report reflects trends within our publisher base, providing valuable insights beyond a single publisher's view.

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Q2 2024 Key Findings

Google's Delay on Third-Party Cookies:

Advertisers should continue testing alternative targeting methods, refining data strategies, and collaborating with publishers directly in response to Google's delay in eliminating third-party cookies. [Google's decision to reverse its plan to phase out third-party cookies](#), initially part of its Privacy Sandbox project, allows more time to address regulatory concerns and refine alternative solutions for user privacy and ad targeting.

Increase in Digital Ad Spending:

Q2'24 saw significant upticks in digital ad revenue, with the AY Global Ad Revenue Index notably higher than in previous years. This reflects ongoing shifts towards digital media dominance and the need to leverage this trend for monetization.

Sector Performance in Stock Market:

The technology sector led Q2 with an 8.8% gain, driven by AI enthusiasm. As digital publishers, focusing on tech-related ad inventory can capture the growth momentum seen in stock performance.

Impact of Major Events:

Major global events like the Paris Olympics, political campaigns, and major sports events are driving ad spending increases. Aligning ad inventory strategies with these events can optimize revenue.

CPM Trends by Device:

iOS CPMs showed higher volatility, peaking at 30% in Q2 2023, while Android exhibited steady growth. Diversifying ad formats and placements based on platform-specific performance can capitalize on these trends.

SSP Performance Insights:

[Vidazoo](#) and [Minute Media](#) led in normalized relative revenue, with Kueezrtb showing high revenue but a moderate win rate. Strategic partnerships with top-performing SSPs can enhance monetization efforts.

Ad Net Zero Initiative:

The industry's move towards green initiatives is marked by efforts like Ad Net Zero's framework for measuring carbon footprints. Publishers should consider incorporating sustainable practices to align with industry trends.

Regional Ad Revenue Dynamics:

North America saw a 69.3% revenue share from Prebid setups, while Europe had a balanced distribution between Prebid and Google's solutions due to GDPR. Understanding regional dynamics can guide inventory optimization strategies.

Q2'24 Global Market Outlook

Highly curated content could result in higher prices, as after the deal that Reddit struck with Open AI and Google, there were [some issues with the content](#) that the search engine produced.

An open question is whether the AI companies will want to continue the contracts for publishers like [Dotdash Meredith, which also struck a deal with OpenAI](#), which is heavily relying on so-called evergreen content once the archive is absolved through the algorithm.

There are also examples of publishers [going on the offensive path](#) to protect their intellectual property. One thing that more and more seems like an impossible idea is the concept of publishers coming together to address this turbulence in their space.



On the more technical side of things - AI-powered tools are being hypothesized and productized - from the obvious content creation to helping media buying. The Trade Desk's Kokai, which was introduced a year ago, has gotten a lot of traction recently with the academy the company offers.

Perhaps the more significant news around one of the biggest DSPs is the [move towards premium internet](#), which seems like the extra step after the company started thoroughly cleaning its inventory from made-for-advertising publishers.

This is a move that we are yet to see if it's to be followed through by others to revert from the foundational principle of programmatic to follow the user to a more old-school approach where the brand matters more.

On the greener side, the Ad Net Zero initiative is marking its second year in an attempt to lead the industry towards a clean path. The efforts are marked with a long-awaited framework for measuring the carbon footprint of digital media.

In [the document](#), they cite publishers, stating that different measurement providers share x6 and x20 decreases in emissions with the same efforts. A useful resource in this confusing area is [IAB Europe's Mapping of Greenhouse Gas Estimation Solutions](#).

We are also reminded that there is still a [lack of a revenue benefit](#) to push these efforts toward wider adoption. Perhaps a [little green leaf at the top of the creative](#) won't be enough.

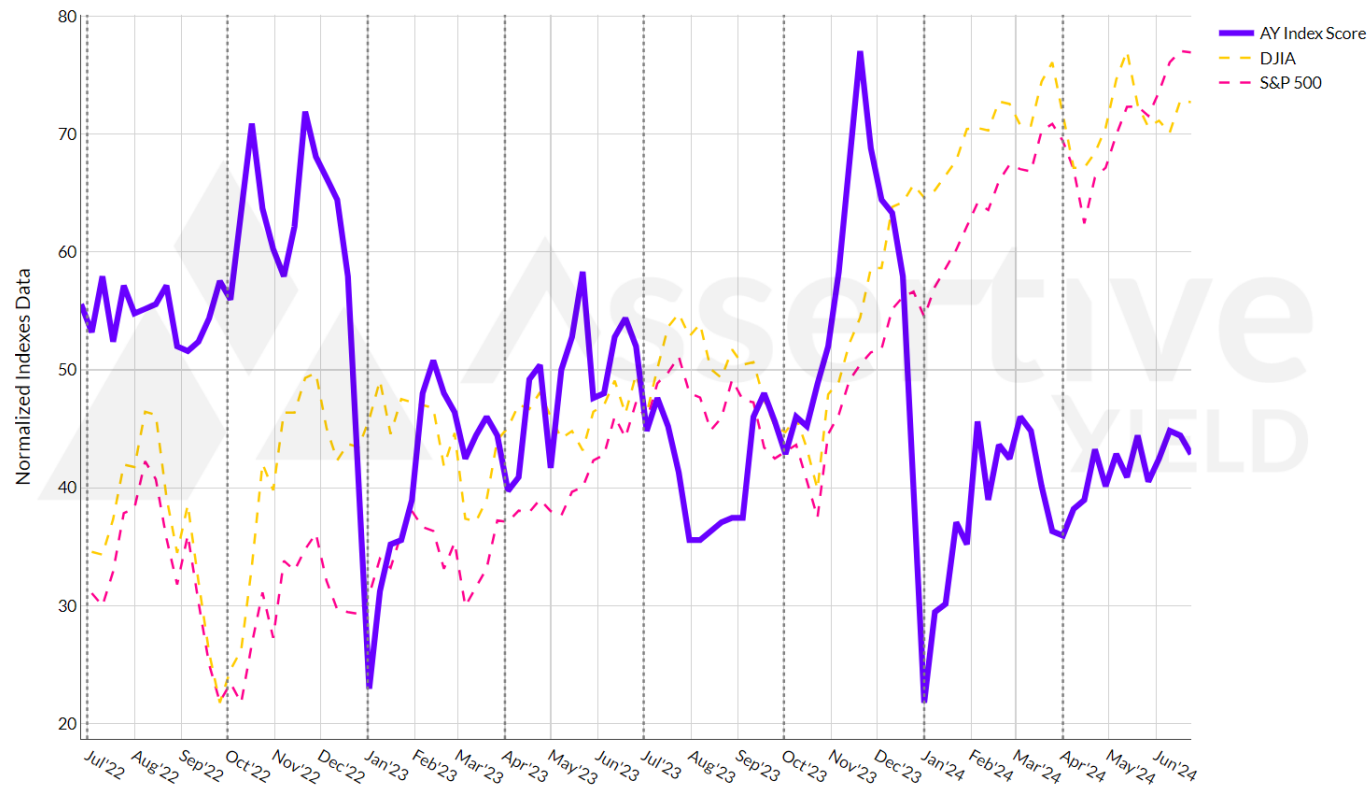
On the business front, we've had some more interesting news. AdTechGod, the community & podcast led by an anonymous influencer that came up from nowhere and became one of the hottest spaces in the industry in less than a year, was [bought by Marketecture](#).

In more traditional news - Equative and Sharethrough - merged together - following the consolidation path we've seen many times before. Verve made [a substantial acquisition of Jun Group](#) in an attempt to go towards the omnichannel path. Others did not have the chance to exit the market and instead chose to shut down their ad business - [a recent example of which would be Oracle](#).

While header bidding is entering its "teenage years" and Prebid is rolling out its 9th version ([causing some labeling issues](#)), one thing is certain - the market is still experiencing growth pains in the midst of an unstable and hard-to-predict industry.

Global AY Ad Revenue Index vs. the Stock Market

AY Global Ad Revenue vs. S&P 500 vs. DJIA Indexes



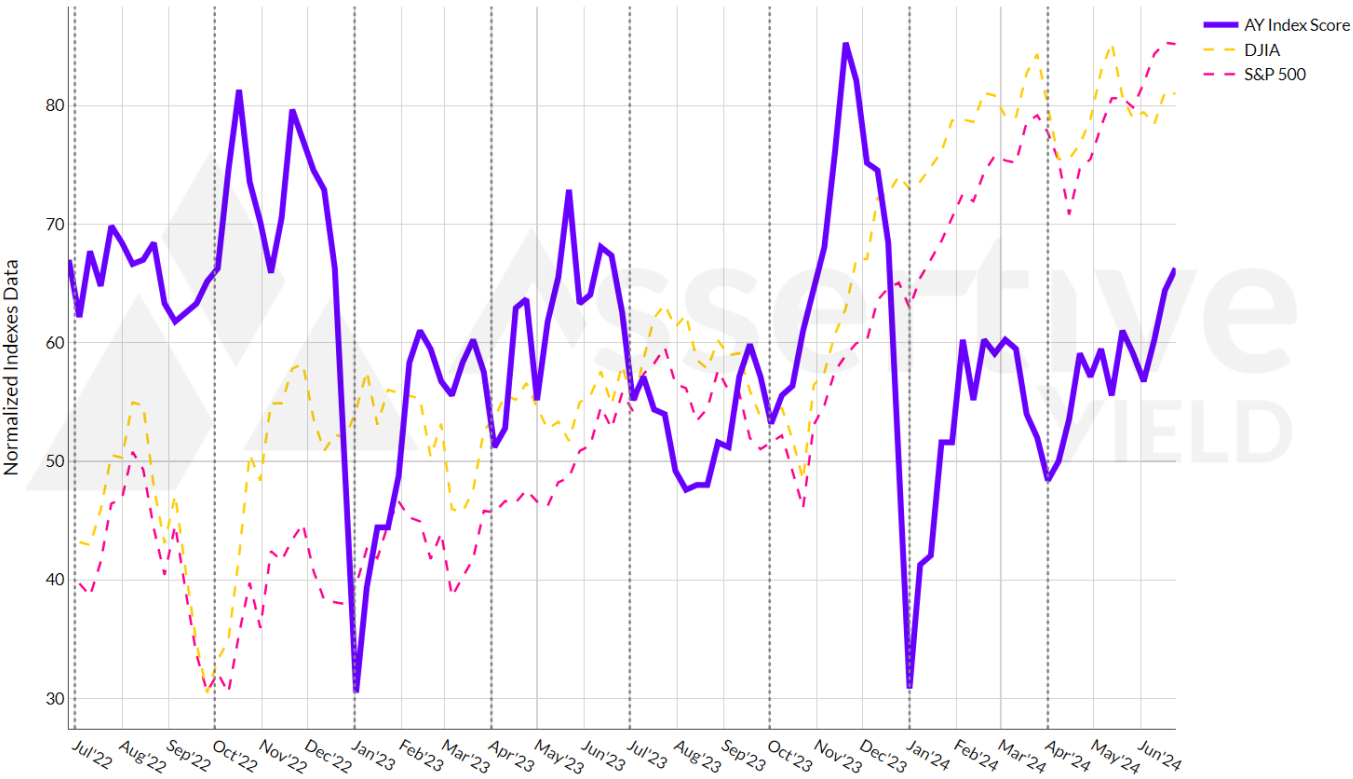
The above graph demonstrates the normalization of the S&P 500, DJIA, and AY Global Ad Revenue Indexes to a common range. This aids in visualizing and comparing the stock performance of the 500 largest US companies (S&P 500), 30 blue-chip companies listed on the NYSE and Nasdaq (DJIA), alongside the North America AY Ad Revenue Index, which monitors revenue from over billions ad impressions per month around the globe.

According to “[Market Review: The Leaders and Laggards of Q2 2024](#)”, the S&P 500 concluded the second quarter of 2024 with a robust gain of 3.9%, setting a new record high. For the first half of the year, the index surged by 14.5%, reflecting strong overall market performance. This rise was propelled by enthusiasm for artificial intelligence (AI) stocks and speculation regarding potential interest rate cuts by the U.S. Federal Reserve in the coming months.

Notably, the Nasdaq, driven by technology stocks, soared by 18.1%, while the Dow Jones Industrial Average (DJIA), which focuses on established blue-chip companies, experienced a more modest increase of approximately 3.8%. Despite the overall positive market trends, the sector performance was mixed in the second quarter. Only four out of eleven sectors delivered positive returns, with Technology, Communication Services, and Utilities, leading the way. The Technology sector, which includes giants like Apple, Microsoft, and NVIDIA, posted an impressive gain of 8.8%. Communication Services, featuring major players like Facebook and Alphabet, followed with a 5.2% increase. Meanwhile, the utility sector, comprising companies such as NextEra Energy and Duke Energy, continued its rebound with a 4.6% rise.

However, several sectors lagged behind, with Consumer Staples and Consumer Discretionary showing minimal gains and other sectors like Health Care, Real Estate, Financials, Energy, Industrials, and Materials ending the quarter in negative territory. The Real Estate sector notably faced consecutive quarterly declines, marking it as the only sector in the red for the first half of 2024. As the year progresses, market focus is expected to shift towards the upcoming elections and anticipated interest rate cuts, which could provide a significant boost to sectors sensitive to interest rate changes.

AY North America Ad Revenue vs. S&P 500 vs. Dow Jones Indexes



The above graph demonstrates the normalization of the S&P 500, DJIA, and AY North America Ad Revenue Indexes to a common range. This aids in visualizing and comparing the stock performance of the 500 largest US companies (S&P 500), 30 blue-chip companies listed on the NYSE and Nasdaq (DJIA), alongside the North America AY Ad Revenue Index, which monitors revenue from over billions ad impressions per month around the globe.

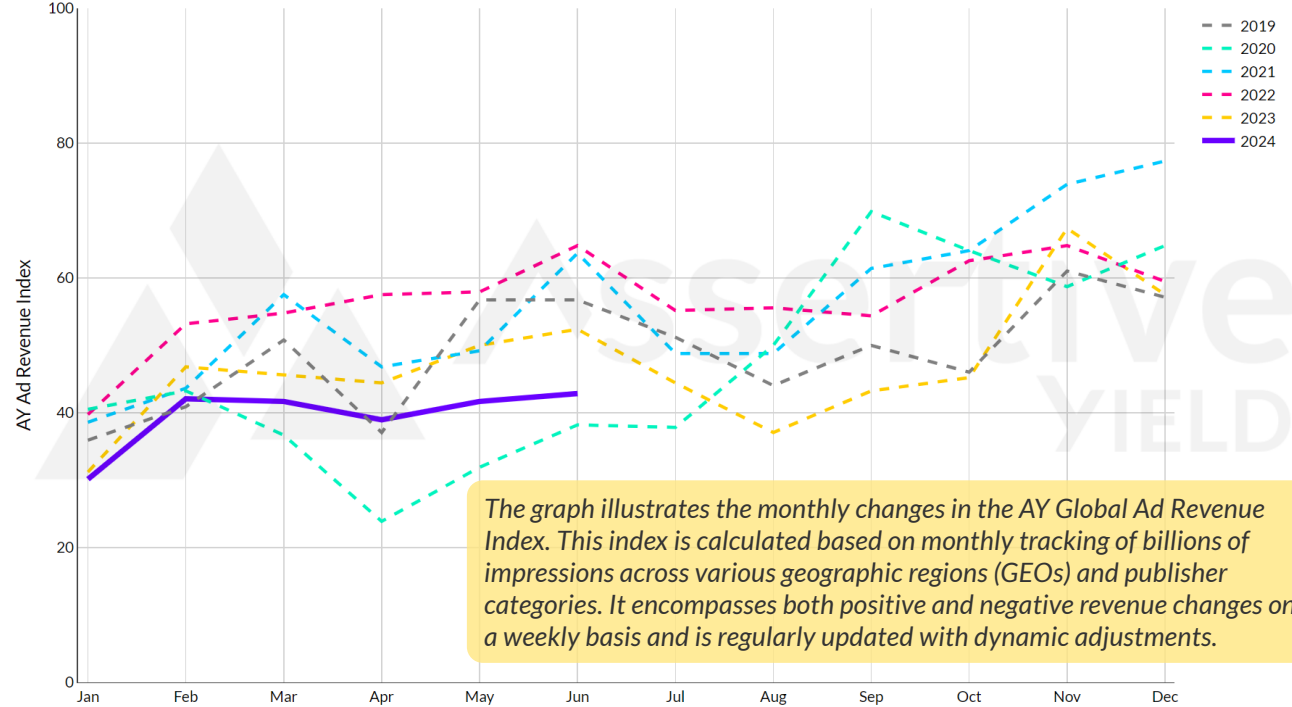
In the meme financial news, a popular [joke is](#) that Nvidia and Taylor Swift are preventing the US economy from collapsing. While this seems far-fetched, there is a growing number of [articles](#) addressing the anticipated drop if Nvidia candles go red. While the general market is showing quite a high uplift, it's highly influenced by the growth of specific companies.

If 10 years ago, semiconductor companies made 2% of the S&P 500, in 2024 - Nvidia, TSMC, AMD, and others would be responsible for 11% of the price. And the company that benefited the most from the AI market - Nvidia has grown more than 150% since the beginning of the year, joining the club of 3 trillion dollar companies. Now she is among Microsoft and Apple. The other companies with more than 1 trillion dollar valuation are Meta, Google, and Amazon.

If you look at this from a positive perspective - Nvidia is the only company on that list that does not have one foot in the ad industry. From a more negative perspective, there is a big concentration in those companies (with Tesla they form the magnificent 7), while the rest of the market does not see the same levels of growth.

AY Global Ad Revenue Index Evolution

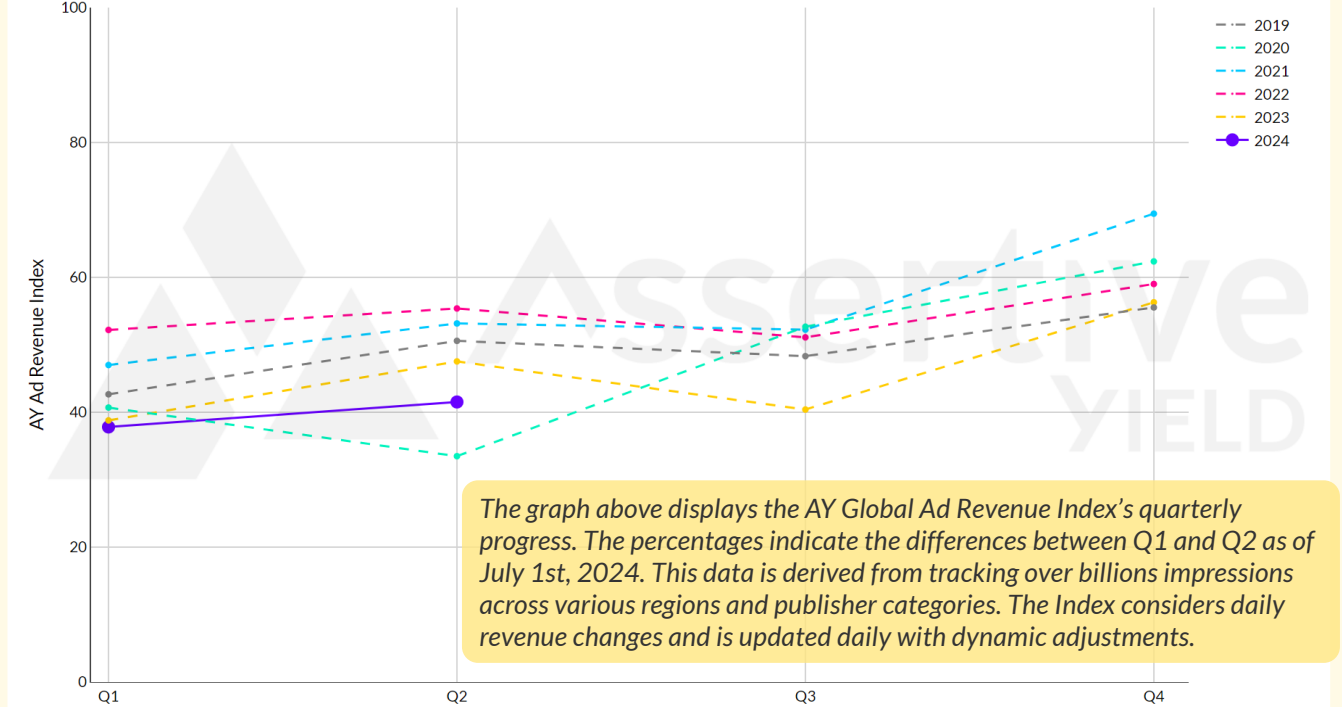
AY Global Ad Revenue Index Evolution [Month/Year]



The AY Global Ad Revenue Index monitors worldwide ad revenue, sourcing data from our network of publisher partners through AY's Total Ad Revenue platform.

Assertive Yield is an agnostic pubtech focused on merely providing the best tools for publisher's monetization. Therefore, we can consider a good enough and one-of-a-kind indicator of publishing unbiased ad revenue performance.

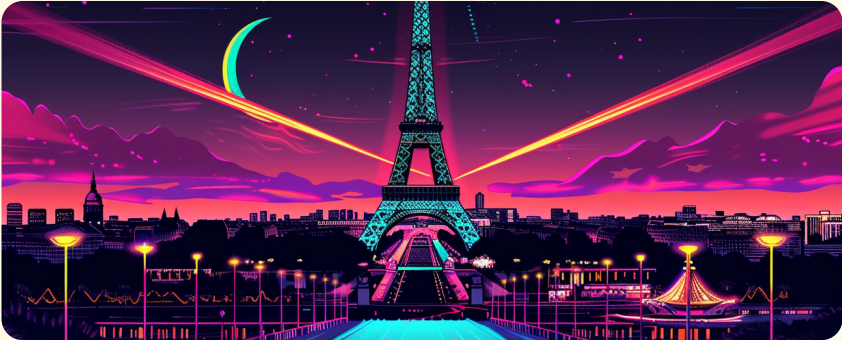
Global - AY Ad Revenue Index Evolution [Quarter/Year]



In Q2'24, the AY Global Ad Revenue Index shows a lower rate compared to the same period in previous years. This change is reflective of the broader trend where digital media continues to dominate the advertising landscape. As per the data, the 2024 AY Global Ad Revenue Index during Q2 is notably higher than in 2020 but lower than last year. This performance can be attributed to the continuing shift towards digital ad spending, with substantial investments in e-commerce and retail media platforms. Advanced AI solutions like the [AY Prebid Server](#) powered by AI Dynamic Flooring, AI Traffic Shaping, and ID Solutions will further support AY partners and publishers to maximize revenue during this challenging market scenario.

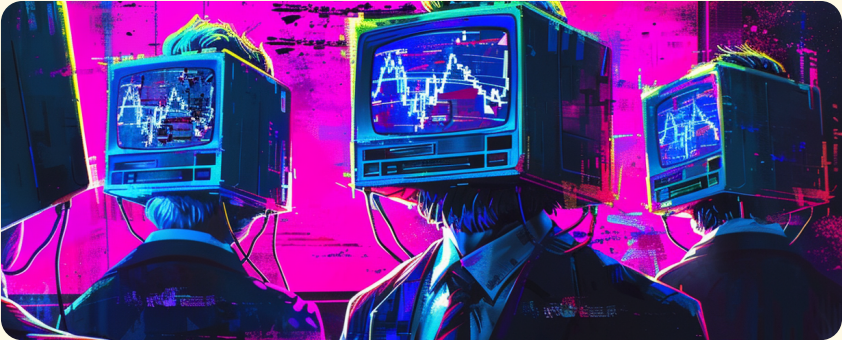
Major Global Events in Q2 2024

Several global events in Q2'24 are likely to have a significant impact on advertising spending:



Paris Olympics Preparations:

As the Paris Olympics approaches, brands are ramping up their advertising efforts. This leads to increased spending across various media channels, particularly in digital and social media, to capture audience attention globally.



Political Campaigns:

With major elections looming in the U.S., Mexico, and India, political ad spending is on the rise. This is expected to contribute to a surge in advertising revenues as political campaigns invest heavily in media to reach voters.



Major Sporting Events:

Other significant sporting events besides the Olympics, such as major football tournaments and the lead-up to the 2024 UEFA European Championship, are also driving increased ad spending.

Global Market Trends for Q3 2024

Looking ahead to Q3 2024, several key trends are expected to shape the advertising market:



Continued Digital Dominance:

Digital media will continue to capture a significant share of ad spending, with keyword search, social media, and short-form video platforms leading the charge. Investments in these areas are expected to remain strong as brands seek to leverage targeted advertising capabilities and high engagement rates.



Growth in Out-of-Home (OOH) Advertising:

Out-of-home and cinema advertising, which showed modest growth in previous years, are likely to see further increases as mobility continues to recover and brands invest in high-visibility campaigns during major events.



Automotive and Travel Sectors:

These sectors are expected to be among the fastest-growing product categories, benefiting from supply chain recovery and increased consumer demand. Advertising in these areas will likely surge as companies promote new products and travel deals.

Overall, Q2 2024 has shown a positive trend in ad revenue growth, driven by digital media and significant global events. The market trends for Q3 2024 indicate continued growth, particularly in digital, out-of-home, automotive, and travel advertising, setting the stage for a dynamic and competitive advertising landscape.

Strategic Insights for 2024: Maximizing Digital Ad Revenue

As a player in the digital publishing ecosystem, staying ahead of ad trends is crucial for maximizing revenue. This chapter provides key insights and strategic recommendations for 2024 based on the latest data from Magna.

Global Ad Revenue Trends

Continued Growth

Global net ad revenues reached \$853 billion in 2023, a 5.5% increase from 2022. In 2024, ad spending is projected to grow by 10% to \$927 billion, driven by an improving economy, the Paris Olympics, and the momentum of digital media.

Digital Media Dominance

Digital media accounted for 69% of global ad spending in 2023 and is expected to grow by 9.4% in 2024, reaching \$587 billion. Key drivers include:

- E-commerce and Retail Media
- Keyword Search: Nearly \$300 billion in ad spend.
- Social Media: Forecasted to grow by 14% to \$80 billion.
- Short and Long-form Video: Growing by 9% and 13%, respectively.

Challenges for Traditional Media

Traditional media ad spending declined by 4% in 2023, and a further 3% decline is expected in 2024 for non-cyclical segments. However, cyclical events like elections and the Olympics will temporarily boost traditional media.

Market-Specific Insights

United States

The U.S. remains the largest ad market, with spending projected to grow by 10.7% in 2024, reaching \$374 billion. Key growth areas include:

- **Social Media:** 14% growth.
- **Streaming Advertising:** 13% growth.
- **Political Advertising:** Expected to reach \$10 billion.

Other Key Markets

- **India:** +12% growth.
- **China:** +9.8% growth.
- **Germany and the UK:** +2.5% and +3.9% growth, respectively.

Product Category Insights

Significant ad spend increases are expected in:

- **Automotive:** Recovery and rise of electric vehicles.
- **Travel:** Increased demand.
- **Pharmaceuticals:** Aging population and new products.
- **CPG and FMCG:** Lower inflation and retail media.
- **Political Advertising:** U.S., Mexico, and India elections.

Strategic Recommendations

Leverage Digital Media Growth

- **Optimize Ad Inventory:** Focus on social media, keyword search, and short-form video platforms.
- **Programmatic Advertising:** Enhance targeting and efficiency.

Target High-Growth Sectors

- **Specialized Packages:** For automotive, travel, and pharmaceuticals.
- **Data-Driven Targeting:** Use analytics to target high-value audiences.

Adapt to Market Dynamics

- **Cyclical Events:** Prepare targeted ad solutions for political campaigns and major sporting events.
- **Local Strategies:** Customize approaches for key markets.

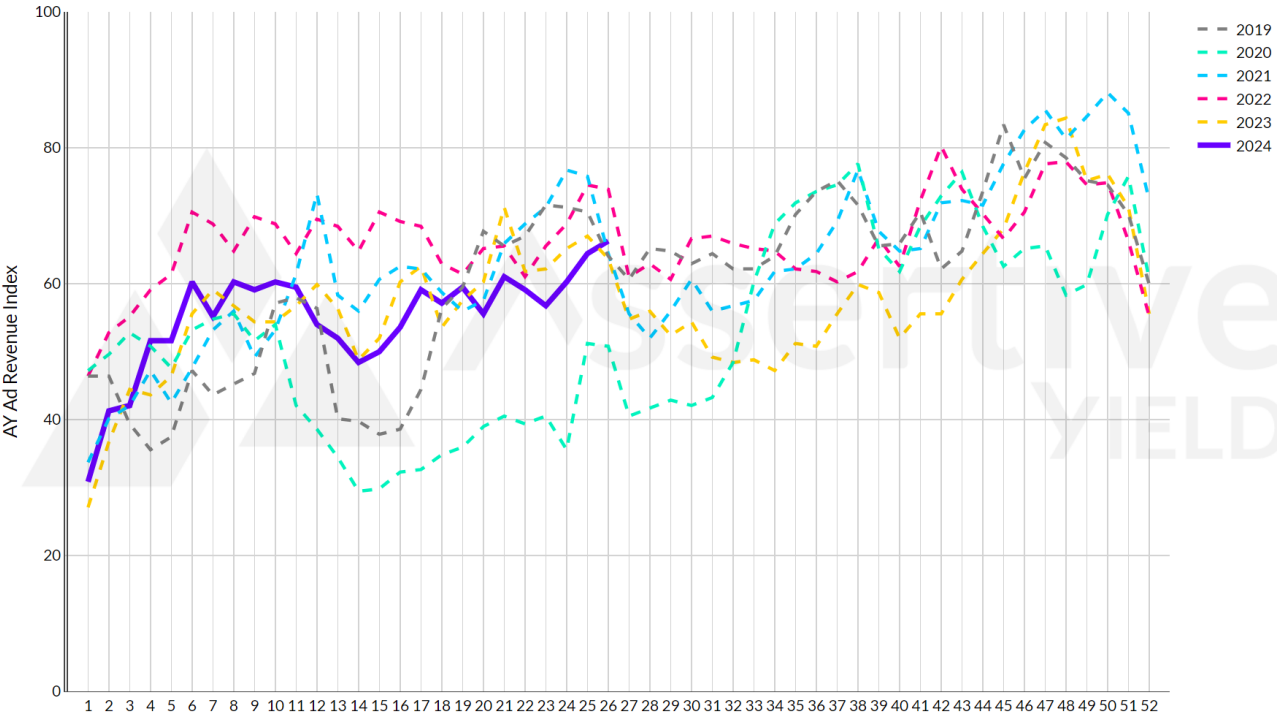
Diversify Inventory

- **Expand Offerings:** Include AVOD, FAST, and CTV.
- **Innovative Formats:** Experiment with new ad formats and technologies.

AY Ad Revenue Index Evolution by Region

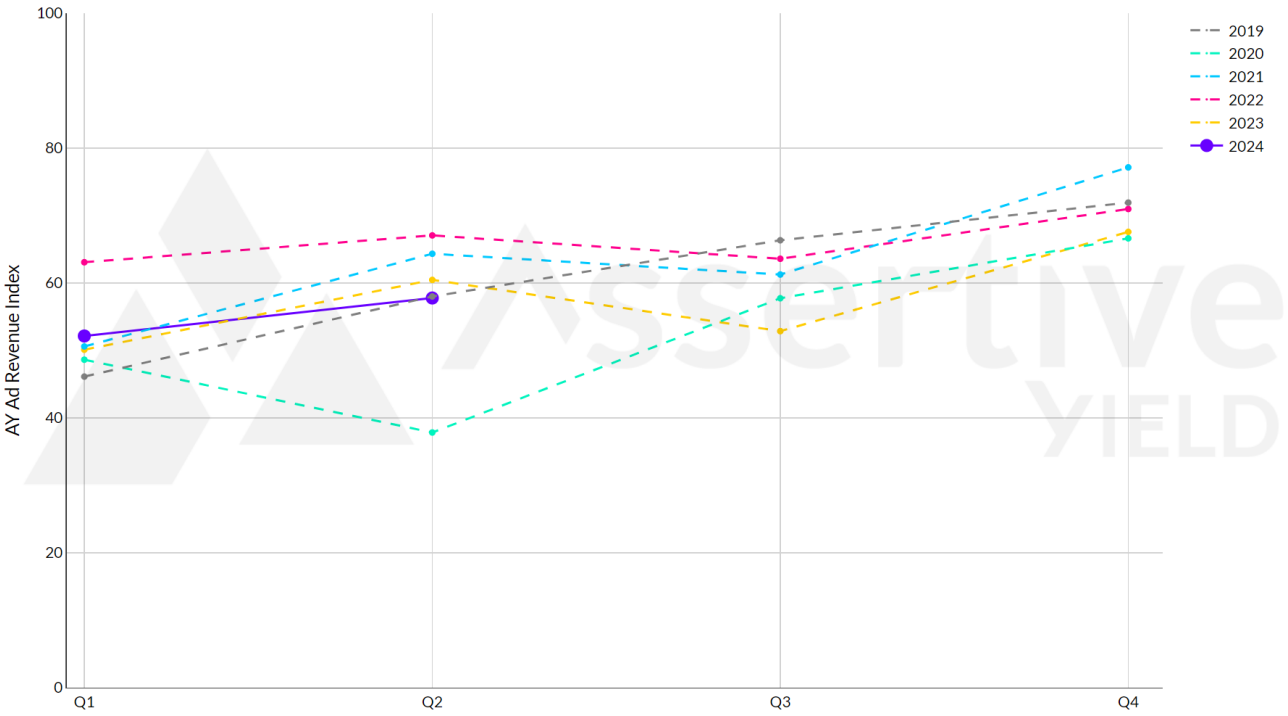
North America

North America - AY Ad Revenue Index Evolution [Week/Year]

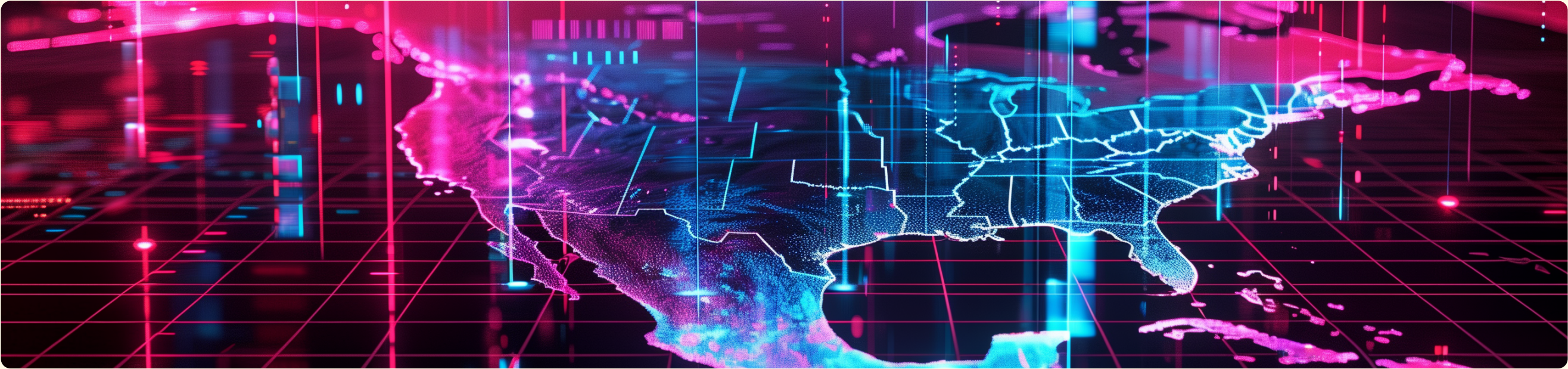


The graph above illustrates the weekly changes in the AY Ad Revenue Index in North America. It's calculated based on monthly tracking of billions of impressions across different GEOs and publisher categories. The Index captures both daily positive and negative revenue fluctuations, and it's updated daily with dynamic adjustments.

North America - AY Ad Revenue Index Evolution [Quarter/Year]



The graph above displays the AY North America Ad Revenue Index's quarterly progress. The percentages indicate the differences between Q1 and Q2 as of July 1st, 2024. This data is derived from tracking over billions impressions across various regions and publisher categories. The Index considers daily revenue changes and is updated daily with dynamic adjustments.



In Q2'24, the AY North America Ad Revenue Index showed significant improvement compared to previous years, with an average index value of around 65 compared to the mid-50s in Q2'23. This growth is driven by increased digital ad spending and strategic alignment with major events such as the [NFL Draft](#) and the [NBA Playoffs](#), both occurring in Q2.

Weeks 15-18, coinciding with the NFL Draft, display a noticeable spike in ad revenue, reaching index values above 70, reflecting the high engagement and viewership these events garner.

Detroit, Michigan hosted the NFL Draft for the first time, drawing a record-breaking attendance of over 775,000 and generating \$213.6 million in economic impact for the city and region.

[According to statista.com](#), the average viewership for a regular season [NFL game](#) was 17.9 million viewers.

Conversely, weeks 23-26 exhibit a dip in the ad revenue index, dropping to the low 60s. This decline follows the conclusion of the NBA Finals and reflects a seasonal reduction in advertising spend.

This trend is consistent with historical patterns, where advertising activity slows down post-major sports events. Despite this dip, Q2'24's overall performance remains strong, outperforming previous years, including the high-performing 2022 and 2023 periods.

Looking ahead to Q3 2024, historical trends suggest a continued upward trajectory in the AY Ad Revenue Index

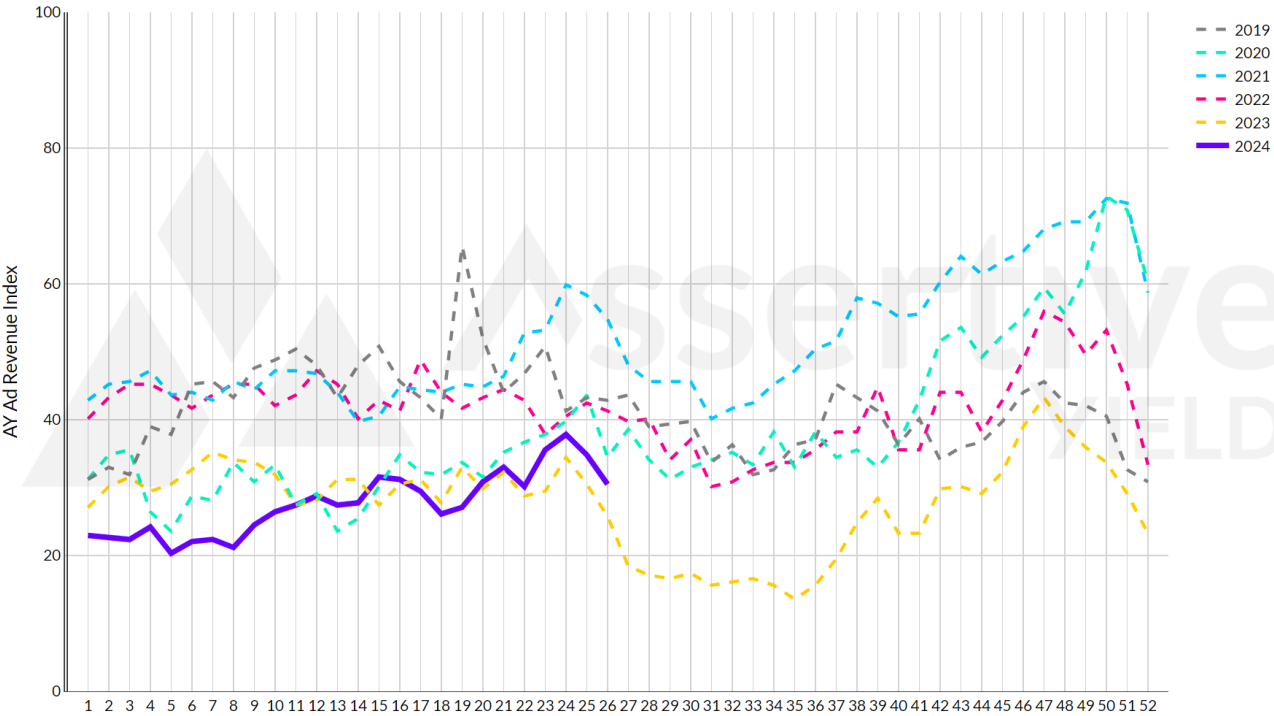
in the US. Given the solid performance in Q2'24 and the typical increase in ad spending with the onset of the NFL season - the 2024-25 NFL regular-season schedule has 18 weeks (each team gets a bye week) and 272 total games over four months from September to early January-, it is reasonable to predict that Q3'24 could see the index surpass 75.

Additionally, the holiday season and the upcoming presidential elections, including the potential impact of Joe Biden's decision to step down, will likely spur significant advertising activity for the new candidate.

This projection is supported by the consistent growth in digital ad investments and strategic alignment with major events, reflecting a confident and expanding ad market.

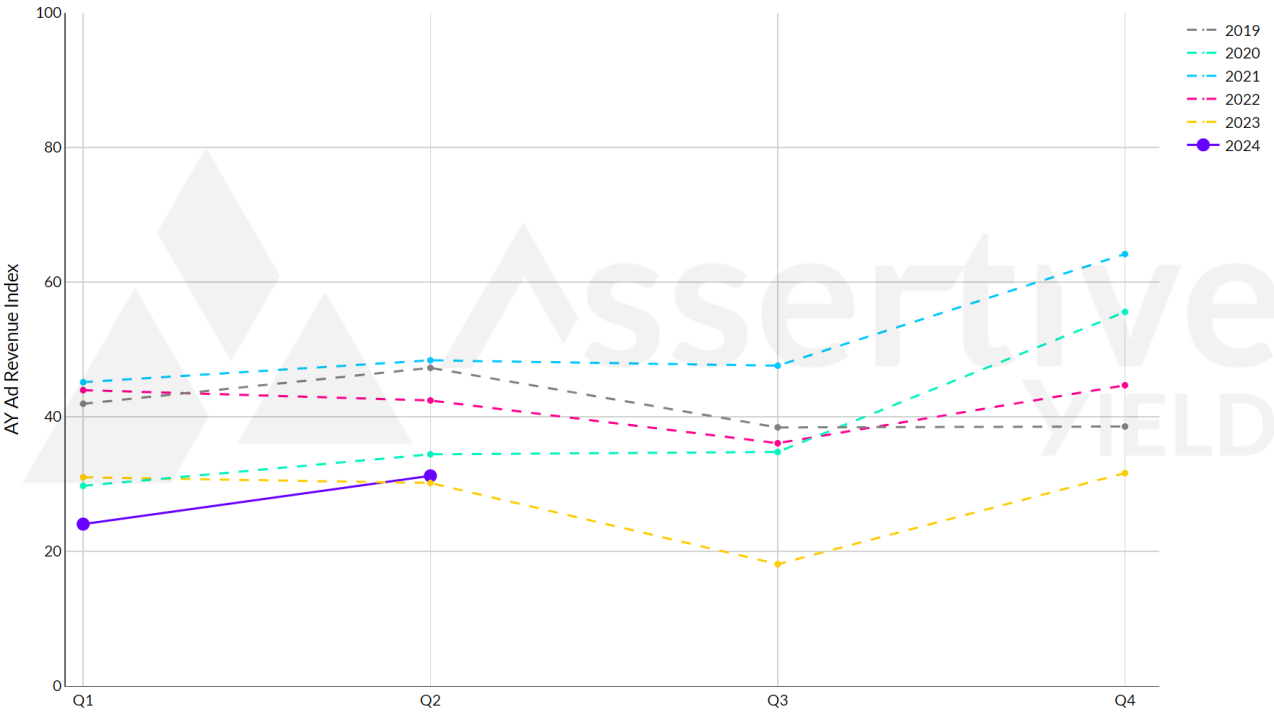
Europe

Europe - AY Ad Revenue Index Evolution [Week/Year]



The graph above illustrates the weekly changes in the AY Ad Revenue Index for European Countries. It's calculated based on monthly tracking of billions of impressions across different GEOs and publisher categories. The Index captures both daily positive and negative revenue fluctuations, and it's updated daily with dynamic adjustments.

Europe - AY Ad Revenue Index Evolution [Quarter/Year]



The graph above displays the European Ad Revenue Index's quarterly progress. The percentages indicate the differences between Q1 and Q2 as of July 1st, 2024. This data is derived from tracking over billions impressions across various regions and publisher categories. The Index considers daily revenue changes and is updated daily with dynamic adjustments.



The AY Europe Ad Revenue Index for Q2'24 reflects significant growth and positive trends in the European ad market, supported by improving economic conditions and strategic shifts in advertising practices.

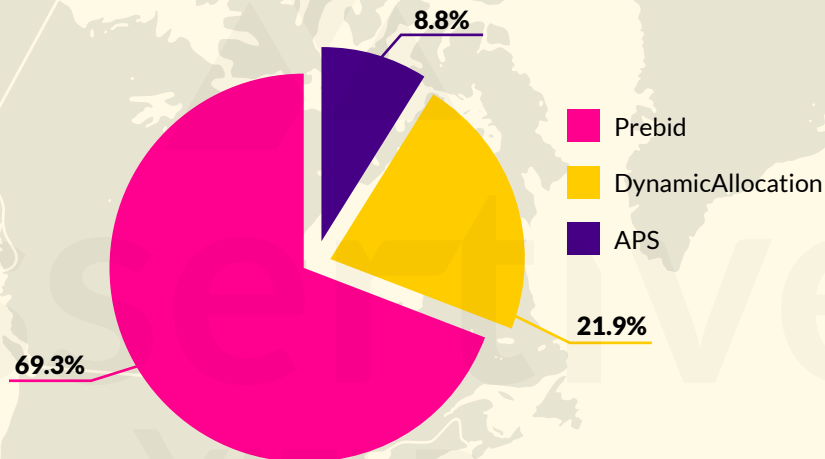
The eurozone economy has shown resilience and a return to growth in Q2'24, driven by lower energy prices and favorable terms of trade.

The European Central Bank (ECB) has responded by cutting rates, which has helped boost consumer, business, and investor confidence.

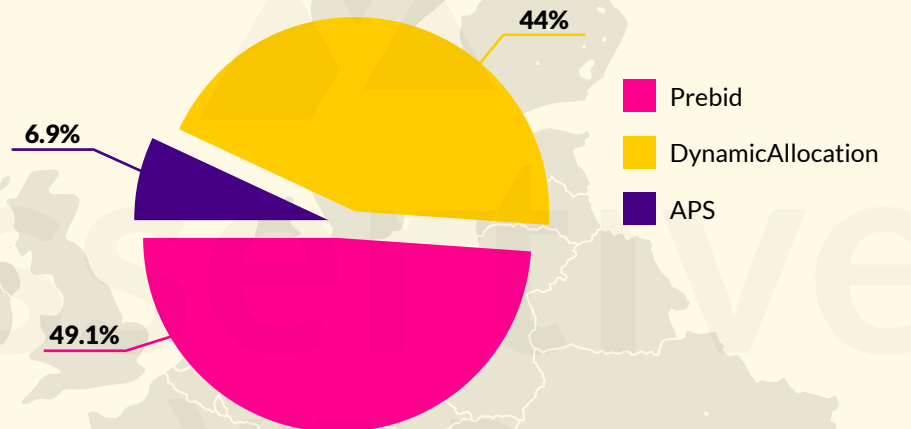
These macroeconomic improvements have had a positive impact on advertising spending, as businesses feel more secure in increasing their marketing budgets S&P Global Ratings.

AY Total Revenue Distribution by Revenue Channel

North America



Europe



The AY Total Revenue Distribution breakdown provides valuable insights into where earnings originate within the open market context, specifically among AY's customer base.

Three primary channels drive revenue in banner and display advertising: dynamic allocation (including ad exchange and open bidding, predominantly controlled by Google), Amazon Publisher Services, and publisher-operated Prebid setups.

North America

North America shows a dominant share of 69.3% for Prebid setups, indicating a well-optimized programmatic strategy. Ad Exchange and Open Bidding contribute 21.9%, while Amazon Publisher Services (APS) account for 8.8%.

As the US approaches the [2024 Presidential Election Campaigns](#) in November, political ad spending is expected to surge significantly. This will lead to increased CPMs and higher competition for ad space, especially on social media and video platforms. According to [recent reports](#), 76% of businesses plan to boost their social media ad spend, reflecting the critical role these platforms play in political campaigns.

The state of the US economy, including inflation rates and consumer spending patterns, will heavily influence advertising budgets. A strong economy typically leads to increased advertising budgets, while economic downturns may result in more conservative spending.

The [North America Media Trends & Predictions 2024 report](#) highlights how economic conditions impact consumer behaviors and media consumption. The back-to-school season, a key period in Q3, might drive digital ad spending, particularly in retail, technology, and education sectors. Brands might ramp up their marketing efforts to capture the increased consumer activity during this time.

Europe

In contrast, the European market shows a different dynamic with 49.1% revenue from Prebid, 44.0% from Ad Exchange and Open Bidding, and 6.9% from APS. The relatively balanced revenue streams highlight the stronger demand from Google and a slightly weaker demand for Prebid compared to North America.

The lower share of Prebid revenue and higher dependency on Google can be attributed to stringent privacy regulations like GDPR. These regulations limit the effectiveness of certain programmatic strategies that are more feasible in the US, leading to increased reliance on Google's solutions.

[Economic uncertainties](#), including inflation and potential recessions, will impact advertising budgets in various European countries. Advertisers may adopt more cautious spending strategies in response to economic volatility. Moreover, [Regulatory Changes](#) ongoing GDPR enforcement will continue to shape digital advertising strategies. Any updates or stricter enforcement measures will influence how advertisers target and track users, necessitating compliance-focused strategies.

If there is a segment that rises in the [Summer Travel Season](#) months - a peak travel period in Europe, leading to increased ad spend in the travel and tourism sectors. This includes promotions by airlines, hotels, and travel destinations aiming to attract tourists.

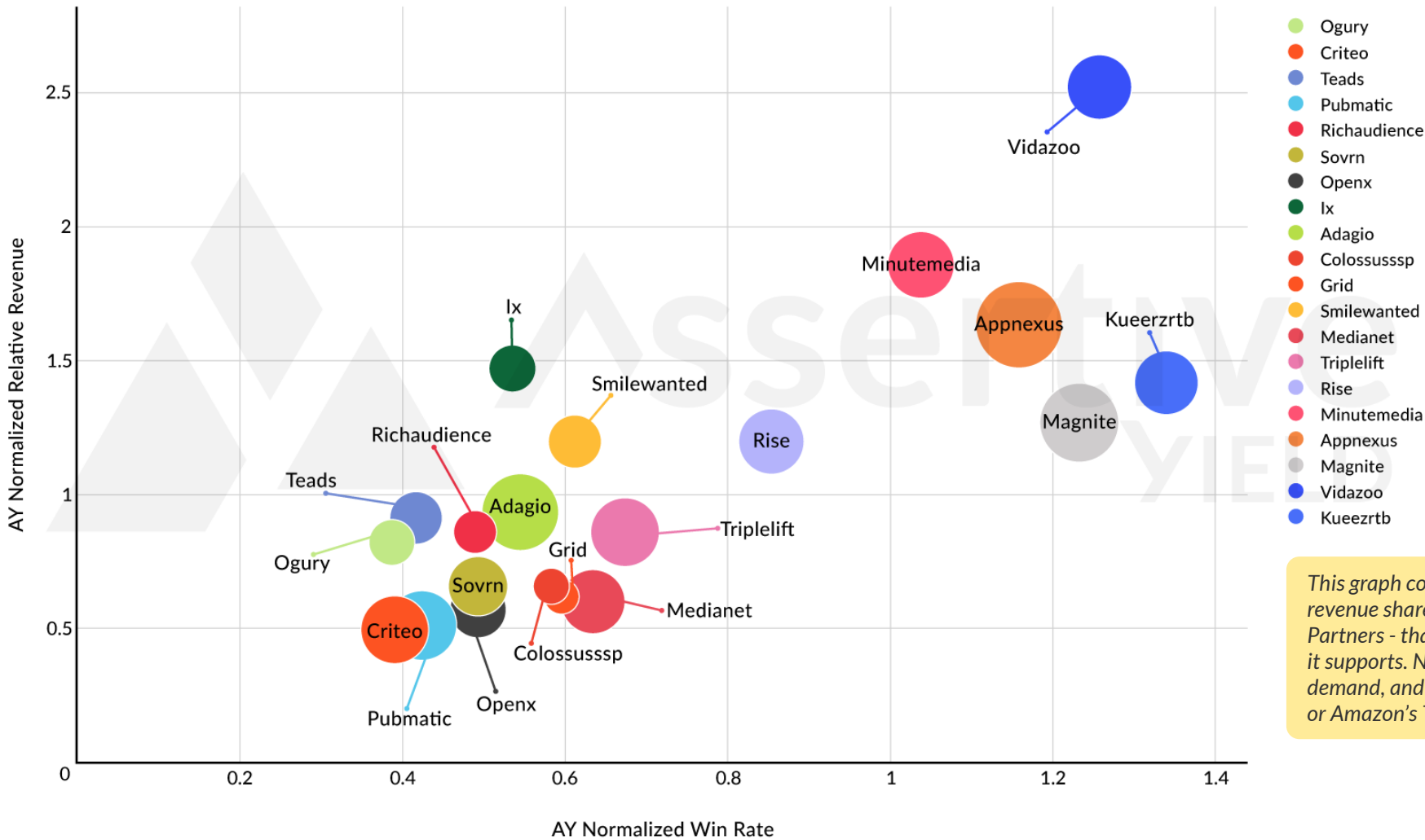
The European market will continue to navigate the complexities of GDPR compliance. Therefore, Publishers should focus on obtaining user consent and exploring non-cookie-based targeting solutions to mitigate revenue loss. Economic uncertainties and inflationary pressures in Europe might impact advertising budgets, Publishers should diversify their revenue streams and explore new techs to maintain stability.

The adoption of advanced programmatic technologies, such as advanced [header bidding](#) and [server-side](#) solutions, will be crucial for European publishers to compete effectively. Emphasizing transparency and efficiency in the supply chain will be key.

SSP Scenario Analysis: Strategic Insights

AY Prebid Top Performing SSPs - Q2'2024

AY Prebid Presence [bubble size] vs. Normalized Win Rate vs. Normalized Relative Revenue



This chart showcases the performance of various SSPs (Supply-Side Platforms) for Q2 2024, highlighting their Prebid Presence, normalized win rate, and normalized relative revenue among the AY customer base.

As digital advertising continues to evolve, effective monetization of ad inventory has become crucial for digital publishers. This chapter delves into the performance metrics of top SSPs for Q2 2024, providing actionable insights for digital publishers to optimize their ad revenue strategies in the following quarter.

This graph compares SSPs' performance in winning auctions and revenue share. Bubble size indicates the SSP's presence among AY's Partners - that means the bigger the bubble, the more AY partners it supports. Note that the data in this report only shows Prebid demand, and does not consider relationships through Open Bidding or Amazon's TAM.

Performance Highlights in H1'24



Vidazoo: Continues to lead with high normalized relative revenue (~2.4) and a moderate normalized win rate (~0.8). Their strategic integration with major networks and focus on video content remain key drivers of success.



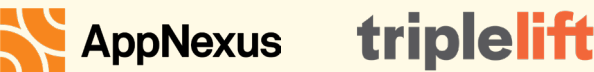
Minutemedia: Maintains a strong position with high normalized relative revenue (~1.8) and a moderate win rate (~0.9), underpinned by robust content strategies and partnerships.

High Win Rate but Lower Revenue



Rise: Exhibits a high normalized win rate (~1.1) but lower relative revenue (~0.9). This suggests effective bidding strategies but highlights opportunities for optimizing revenue generation.

Moderate Performers



Appnexus and Triplelift: Show balanced performance with moderate win rates and revenue, indicating stable demand and supply dynamics.

Low Win Rate and Low Revenue



Criteo, Teads, RichAudience, Ogury: These SSPs remain clustered with low win rates and revenue, necessitating a reassessment of inventory quality and targeting strategies.

High Revenue but Lower Win Rate



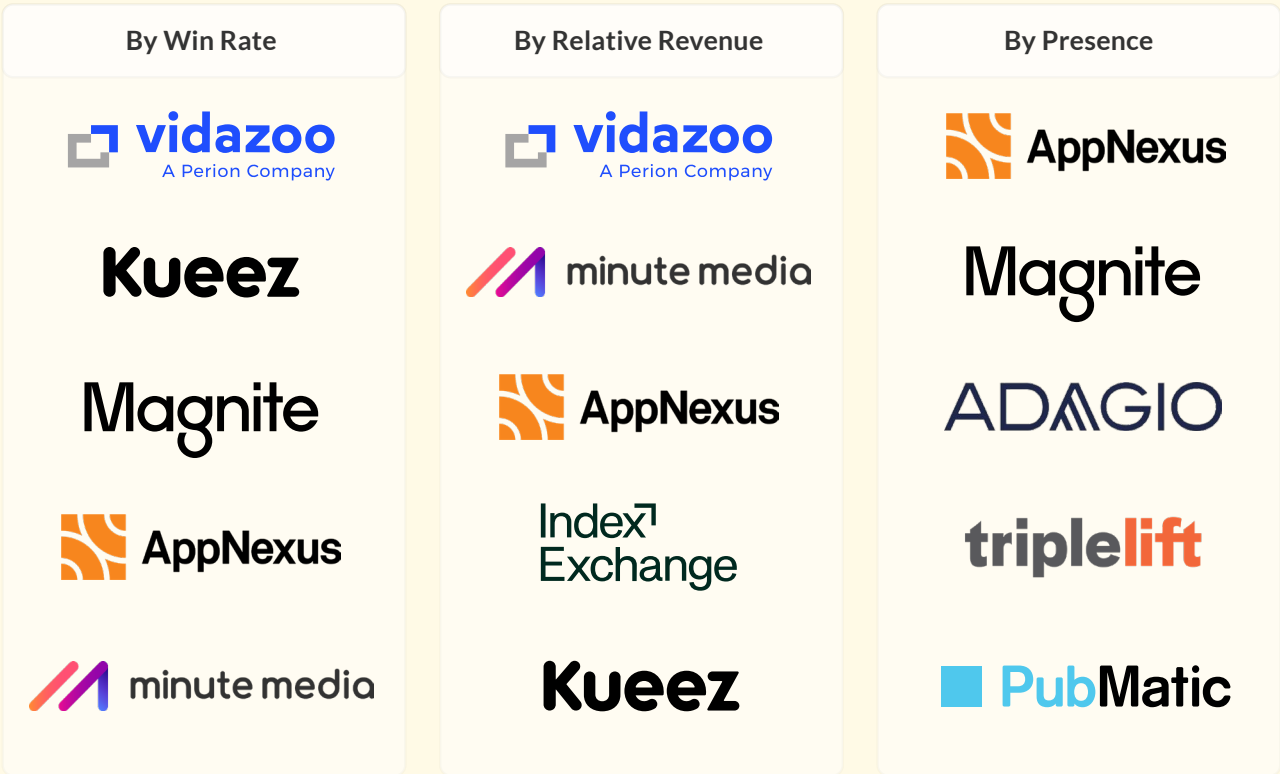
KueezRTB: Achieves high revenue (~1.3) but low win rate (~0.2), indicating potential inefficiencies in auction dynamics or targeting approaches.

SSPs Trends in Q2'24

In Q2'24, the SSP landscape saw continued consolidation, with major players focusing on integrating advanced technologies and data solutions to enhance targeting and efficiency.

The emphasis on privacy and compliance remained strong, driven by evolving regulations and the increasing importance of user data protection.

AY's Top 5 SSPs in Q2'24



Relative Revenue Comparison against H1'23:

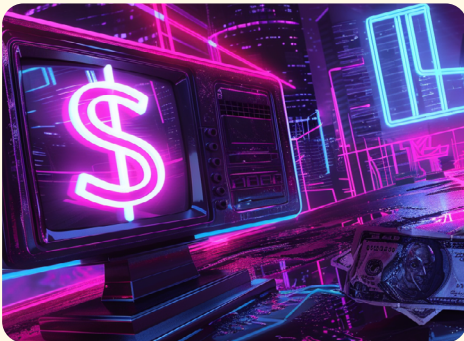
Vidazoo and Minutemedia: Maintained high relative revenue, leveraging strategic content and partnerships.

Appnexus: Consistently strong revenue, balancing win rate and presence effectively.

Index Exchange: Emerged in Q2'24 as a significant player in relative revenue.

Kueezrtb: Noteworthy increase in revenue, though win rate optimization is necessary.

Actionable Insights for Q3 2024



Enhance Video Monetization:

Leverage platforms like Vidazoo that have successfully integrated video content to drive high revenue. Publishers should explore similar integrations and formats to maximize returns.



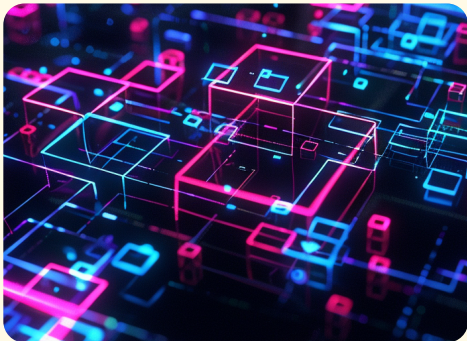
Optimize Bidding Strategies:

Utilize machine learning algorithms to dynamically adjust bids based on user behavior and engagement metrics, as seen with Rise’s high win rate.



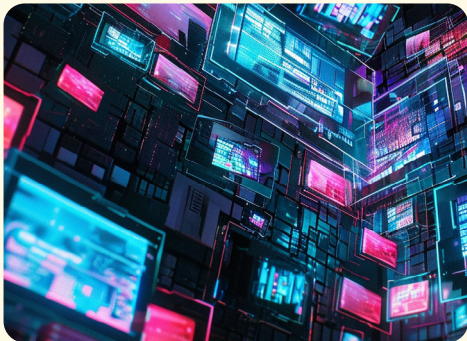
Strategic Partnerships:

Forge partnerships with top-performing SSPs such as Minute Media to access premium demand sources, enhancing both win rates and revenue..



Focus on Inventory Quality:

Improve ad viewability and engagement to attract higher bids and increase revenue, especially for SSPs with low-performance metrics.



Diversify Ad Formats:

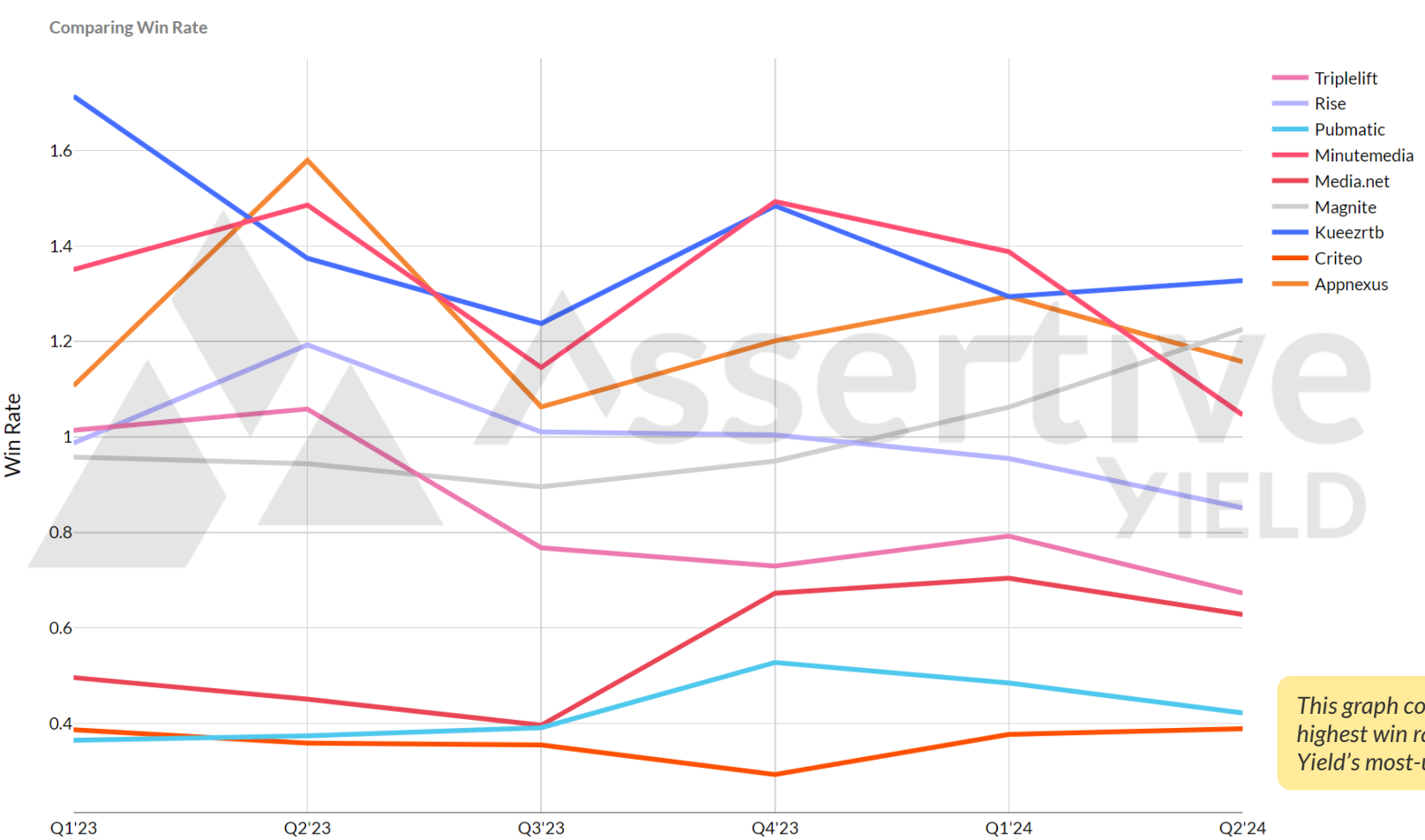
Cater to different advertiser needs by exploring a mix of ad formats (e.g., native, display, video) to optimize fill rates and eCPMs.

By continuously monitoring these trends and applying the recommended strategies, digital publishers can optimize their ad inventory monetization efforts, ensuring sustainable revenue growth in a dynamic digital advertising ecosystem.

SSPs Win Rate Evolution in the US

AY's Top 9 most-used SSPs by Win Rate in the US 🇺🇸

AY's Top 9 SSPs with the Highest Win Rate [by Quarter]



KueezRTB shows strong performance, especially in Q4'23, maintaining a high win rate through Q1'24 before a slight decline in Q2'24. While Appnexus demonstrates a consistent upward trend in win rates, showing steady improvement from Q1'23 to Q2'24. Criteo has an upward trajectory, particularly from Q4'23 to Q2'24, indicating growing effectiveness and performance.

Rise maintains a relatively stable win rate with slight improvements over the observed periods, showing reliable performance. Despite some fluctuations, Media.net shows strong performance, particularly peaking in Q4'23 before experiencing a decline in subsequent quarters. These SSPs have demonstrated strong or improving win rates, making them the top performers in the chart.

Based on the observed trends and patterns in the win rates of SSPs (Supply-Side Platforms) from Q1'23 to Q2'24, we can make some informed predictions for Q3'24. These predictions are merely analytical and speculative, aiming to help publishers anticipate and adapt their strategies to optimize revenue and maintain strong SSP partnerships.

This graph considers SSPs with the highest win rate among Assertive Yield's most-used partners.

Speculative Predictions for Q3'24

Kueez

- **Kueezrtb** is likely to maintain a strong win rate given its peak performance in Q4'23 and subsequent stability. We predict a steady win rate for Q3'24, potentially with slight growth if the trend from Q4'23 continues.
- **Recommendation:** Publishers should continue to allocate significant inventory to KueezRTB and monitor any seasonal peaks to maximize revenue.

media.net

- **Media.net's** performance has fluctuated, but we anticipate a more stable win rate in Q3'24, following the pattern of stabilization seen in the more recent quarters.
- **Recommendation:** Maintain flexibility with Media.net, optimizing inventory allocation based on quarterly performance reviews and collaborating to enhance win rates.

AppNexus

- **Appnexus** has shown consistent improvement over the periods observed. We predict further gradual increases in win rate for Q3'24, reflecting its ongoing enhancements and reliability.
- **Recommendation:** Strengthen long-term partnerships with Appnexus and leverage their consistent performance to ensure a stable revenue stream.

PubMatic

- **Pubmatic** is expected to continue its stable performance into Q3'24. Stability will be a key characteristic, with no significant fluctuations anticipated.
- **Recommendation:** Rely on Pubmatic for consistent performance while balancing inventory with SSPs, showing higher win rates for optimal results.

triplelift

- Given the declining trend in win rates, **TripleLift** may experience a further slight decrease in Q3'24. However, the decline could stabilize if strategic improvements are made.
- **Recommendation:** Monitor TripleLift closely and diversify inventory to SSPs with stronger or more stable win rates to mitigate potential declines..

minute media

- **Minute Media's** win rates may experience slight variations, but overall, a trend toward stabilization is expected in Q3'24.
- **Recommendation:** Work closely with Minute Media to identify and capitalize on optimization opportunities, ensuring strategies are aligned to enhance win rates.

CRITEO

- **Criteo's** upward trajectory suggests continued growth in win rates for Q3'24. Publishers can expect improved performance as Criteo's effectiveness increases.
- **Recommendation:** Increase engagement with Criteo, especially for campaigns in Q3'24, to take advantage of their rising win rates.

Strategic Recommendations for Publishers in Q3'24

Diversify SSP Partnerships:

Given the varying performance of SSPs, it is crucial for publishers to diversify their partnerships. This strategy reduces dependence on any single SSP and mitigates risks associated with performance volatility.

Monitor, Test and Adapt:

Regularly monitor the win rates and performance metrics of SSPs. Adapt inventory allocation based on the latest trends.

- **Unlocking the Potential of a 360 Panorama Dashboard:** Implement a comprehensive 360 Panorama dashboard to monitor essential KPIs across all revenue streams. This holistic view allows publishers to compare various versions, filter dimensions, and analyze timeframes for better decision-making.
- **A/B Testing for Optimization:** Implement advanced A/B testing solutions to optimize your ad stack, programmatic yield, and user experience. Use A/B/n testing to experiment with different bidders, ad sizes, placements, and configurations to find the best-performing setups.

Leverage Seasonal Peaks:

Identify and leverage seasonal peaks in SSP performance.

Collaborate Closely with SSPs:

Engage in regular communication with SSP partners to understand upcoming changes and enhancements in their platforms that could impact win rates.

Utilize New Tools and Updates:

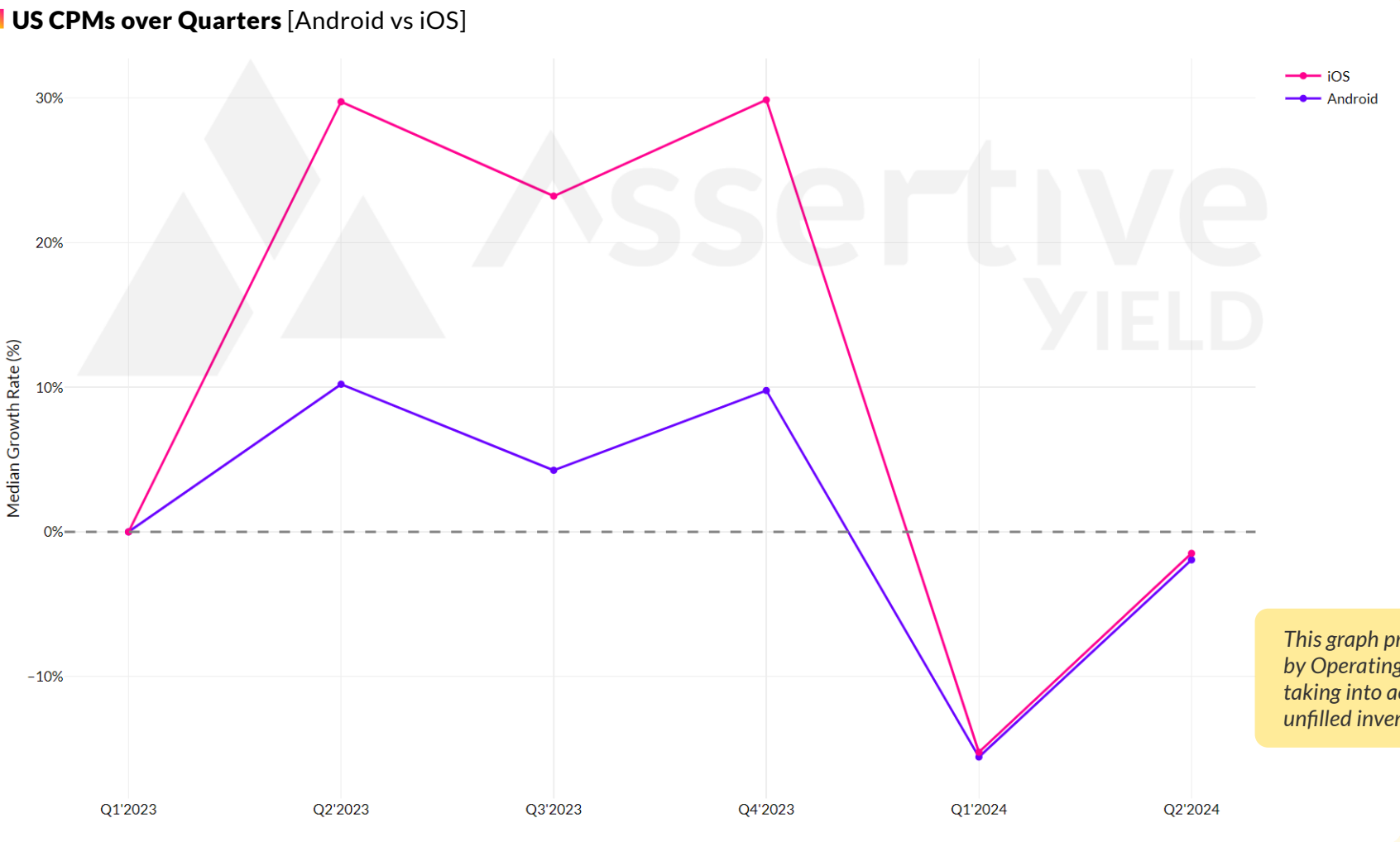
Take advantage of AY's latest product updates, such as the AY Prebid Server and Yield Manager v3. These tools offer advanced features like AI Traffic Shaping, Dynamic Flooring, and enhanced metrics that can help optimize ad revenue and improve overall performance.

By leveraging these predictions and strategic recommendations, publishers can effectively navigate the competitive landscape in Q3 2024, optimizing their revenue potential and maintaining robust relationships with SSP clients.

Additionally, check out the [latest product updates from Assertive Yield](#) and implement [A/B/n testing strategies to your ad stack](#) to stay ahead in the market.

CPMs Evolution by Device in the US

Trends in CPM Growth in the US 🇺🇸 🍏 🤖



Understanding the dynamics of Cost Per Mille (CPM) growth is crucial for digital publishers looking to optimize their revenue streams. This chapter delves into the recent trends in CPM growth for iOS and Android in the United States, providing actionable insights for publishers to enhance their monetization strategies.

Recent data highlights distinct patterns in the CPM growth rates for iOS and Android platforms from Q1 2023 to Q2 2024.

This graph presents comparable CPMs (Cost Per Mille) by Operating System for 2023 and 2024 in the US, taking into account the RPM metric, which includes unfilled inventory.

The CPM (Cost Per Mille) growth rates for iOS and Android, as illustrated in the chart from Q1 2023 to Q2 2024, can be closely linked to the broader industry shifts, particularly the deprecation of third-party cookies. Here’s an analysis of how these trends align:

Impact of Cookie Deprecation

Apple’s Intelligent Tracking Prevention (ITP):

- Apple introduced [Intelligent Tracking Prevention](#) (ITP) in 2017, progressively blocking third-party cookies on Safari. By 2020, Safari blocked all third-party cookies by default. This move significantly impacted iOS CPM rates as advertisers found it harder to track and target users effectively.
- Initially, this led to volatility in iOS CPMs, as seen in the sharp fluctuations in 2023 and early 2024. However, as advertisers adapted to the new environment with alternative tracking methods like [Apple’s SKAdNetwork](#) and probabilistic attribution, iOS CPMs began to recover, leading to the notable increase in Q2 2024.

Google’s Tales on Deprecation of Third-Party Cookies:

- Google announced plans to phase out third-party cookies in Chrome by 2022, which was later delayed to 2023, and affected 1% of users by Q1 2024. This delay allowed advertisers more time to adapt and explore new technologies like [Google’s Privacy Sandbox](#), aimed at facilitating ad targeting without third-party cookies.
- Throughout 2023, Android’s CPM growth remained relatively stable but exhibited a significant drop in Q1 2024, coinciding with the beginning of cookie deprecation. This suggests that initial market reactions to the cookie phase-out included a cautious pullback in ad spending, affecting CPM rates.
- [Google’s decision to reverse its plan to phase out third-party cookies](#), initially part of its Privacy Sandbox project, allows more time to address regulatory concerns and refine alternative solutions for user privacy and ad targeting. Initially planned for 2022 and delayed several times, the final phase-out was recently set for early 2025. However, due to significant feedback and regulatory concerns, [Google announced it would not proceed with this deprecation](#).

- Instead, Google plans to introduce a new Chrome experience that emphasizes user choice, allowing individuals to manage their cookie preferences directly. This approach aims to provide users with greater control over their data while maintaining functionality for advertisers and developers. The new features will include privacy-preserving technologies like IP Protection in Chrome’s Incognito mode.
- This decision comes after extensive testing and feedback from regulators, such as the [UK’s Competition and Markets Authority \(CMA\)](#), and industry stakeholders. Google will continue to invest in the Privacy Sandbox APIs to enhance privacy and utility while engaging with the advertising industry and regulatory bodies to refine these solutions.

Actionable Insights for Publishers



Diversify Ad Formats and Placements:

- Utilize a mix of ad formats (e.g., banner ads, native ads, video ads) to capture varying advertiser demands and maximize CPM during growth periods.
- Optimize ad placements based on performance data, ensuring high visibility and engagement.



Leverage Data Analytics:

- Invest in **granular analytics tools** to track CPM trends and identify peak periods. Use this data to adjust bidding strategies and ad inventory dynamically.
- **Conduct A/B testing** to determine the most effective ad formats and placements for both iOS and Android audiences.



Dynamic Pricing Strategies:

- Implement **advanced dynamic pricing** solutions to adjust ad rates in real-time based on demand fluctuations. This approach can help maximize revenue during high-demand periods and maintain competitiveness during downturns.



Alternative Monetization Strategies:

- During periods of negative CPM growth, explore alternative revenue streams such as content subscriptions, sponsored posts, and affiliate marketing.
- Enhance user engagement through high-quality content and personalized user experiences, driving indirect ad revenue through increased site traffic and user retention.

For digital publishers, understanding and responding to CPM growth trends is essential for optimizing revenue.

By diversifying ad strategies, leveraging data analytics, implementing robust **dynamic pricing**, and exploring alternative monetization methods, publishers can better navigate market fluctuations and capitalize on growth opportunities.

Staying agile and proactive in response to CPM trends will ensure sustained profitability and long-term success in the digital publishing landscape.

Financial Best Practices for Publishers

July is financial literacy month, a perfect time for publishers in digital advertising to refine their financial strategies. Ensuring financial literacy means understanding all data surrounding ad buys, reconciling discrepancies, and identifying areas for improvement. Here are five best practices to enhance your financial health as a publisher:

1 Reconcile Ad Server Discrepancies

Publishers should meticulously monitor and reconcile discrepancies between their first-party ad server and third-party servers. Automating this process is crucial for quick identification and resolution of delivery issues, ensuring consistent and accurate billing. Automated reconciliation not only saves time but also strengthens relationships with advertisers and finance teams.

2 Streamline End-of-Month Invoicing

Automating the end-of-month (EOM) process can expedite invoicing, leading to earlier payments. By consolidating third-party data with first-party data and making necessary adjustments for over-delivery, publishers can streamline their financial data transmission. Automating these processes allows for quicker, more accurate invoicing and reduces manual errors.

3 Master Inventory Forecasting

Accurate forecasting of direct-sold inventory is key to maximizing yield, especially for businesses affected by seasonality or external events. Effective forecasting models help publishers optimize inventory sales, achieve higher sell-through rates, and enhance revenue predictability. Leveraging [industry benchmarks](#) and seasonal trends is vital for precise financial planning.

4 Increase Efficiency with Task Automation

Automation is essential for freeing up publisher teams from repetitive tasks like data aggregation, reconciliation, and reporting. By automating these tasks, publishers can boost team morale, optimize talent allocation, and increase focus on revenue-driving activities, such as client management and strategic planning.

5 Enhance Revenue Reporting

Regularly review the data included in executive reports to ensure alignment with key performance indicators (KPIs). Understanding which sites perform best or how revenue shifts between display and video formats can guide strategic adjustments. Consistent, detailed revenue reporting is crucial for informed decision-making and strategic alignment.

Enhance Your Financial Management with AY’s SSP Connections (APIs)

Say goodbye to the hassle of logging into multiple dashboards to track daily revenues. [AY’s SSP Connections \(APIs\)](#) feature simplifies revenue management, offering publishers a centralized view of actual revenues from connected SSPs.

Key Benefits:

Centralized Revenue Insights:

Access a unified view of revenues to be paid out by SSPs in one place.

Monitor Discrepancies:

Address discrepancies caused by implementation changes.

Seamless Data Normalization:

Align time zones and report by page placements with advanced features.

Streamlined EOM Reconciliations:

Simplify end-of-month processes, approved by accounting teams.

Effortless Connectivity:

Connect via API or automated CSV emails.

Accurate Bid Adjustments:

Maintain precise bid adjustments in prebid setups.

Empower your programmatic, data, and BI teams with the tools needed to monitor and implement changes efficiently, enhancing performance and maximizing revenue.

By implementing these best practices and leveraging AY’s advanced features, publishers can achieve greater financial transparency and maximize their revenue potential.

6 Financial Best Practices for Publishers

Reconcile Ad Server Discrepancies

1

- Automate discrepancy reconciliation.
- Quick identification and resolution of issues.



Streamline End-of-Month Invoicing

2

- Consolidate third-party and first-party data.
- Early invoicing and accurate billing.



Master Inventory Forecasting

3

- Utilize models for seasonality and external events.
- Optimize inventory sales and financial planning.



Increase Efficiency with Task Automation

4

- Automate data aggregation and reporting.
- Focus on revenue-driving activities.



Enhance Revenue Reporting

5

- Align KPIs with executive reports.
- Facilitate strategic adjustments.



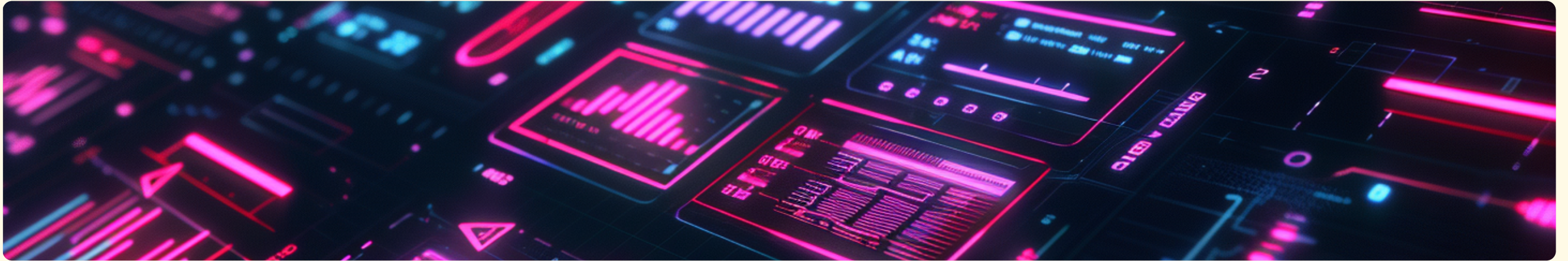
Gain Time to Focus on Strategy with AY's Solutions

6

- Centralized revenue insights.
- Seamless data normalization.
- API and CSV connectivity.
- Discrepancy monitoring.
- Streamlined EOM reconciliations.
- Accurate bid adjustments.



About AY Industry Insights Report



Experience AY Benchmark Reports and Unleash the power of data transparency

The [AY Next-Gen Publisher Suite](#) stands as a powerful, all-encompassing platform dedicated to empowering global publishers to have more control over their data, maximizing revenue, enhancing traffic, and improving user experience. AY Next-Gen Publisher Suite comprises 4 Solutions: [AY Prebid Server](#), [Traffic Shaping for Publishers](#), [Yield Manager](#), [Yield Intelligence](#), and [Yield Optimizer](#).

Within the Yield Intelligence solution, [AY Industry Insights](#) emerges as a key feature for AY's partners, providing access to anonymized data from AY's expansive publisher network.

This data, presented through [multiple dashboards](#), allows our publishers to benchmark their performance and make informed decisions when building strategies by [closely monitoring](#) and comparing bidder performance.

Going beyond the realms of optimal ad stack building and bidder intelligence, AY Industry Insights [offers granular global market data](#). Publishers gain access to customizable dashboards that cross-analyze indexed data from various time zones, helping them identify top-performing advertisers and uncover worldwide opportunities.

Advanced filtering options cover crucial parameters like media type, ad size, browser, device, country, and winning bidder, facilitating precise customization aligned with publishers' specific goals.

The AY Global Ad Revenue Index further aids publishers in strategically focusing their time and efforts. Whether exploring trends in display or video, within the US or Europe, or on iOS or Android, publishers can tailor their strategies based on relevant insights. In essence, AY Industry Insights provides a multifaceted toolset for publishers, delivering detailed insights and strategic know-how, thereby positioning them to thrive in the dynamic programmatic ecosystem with optimized revenue generation and a competitive edge.

Encourage your team to test [AY Next-Gen Publisher Suite for free](#) and experience data transparency and granularity like never before.

About Assertive Yield

Assertive Yield stands as a cutting-edge revenue maximization solution, created by publishers for publishers. It empowers publishers with unparalleled data transparency, advanced AI technology, and complete control over their ad stack, enabling them to analyze and optimize their monetization strategies in real-time.

Explore our suite of solutions designed to maximize performance within the Publisher's ecosystem. Check out our [H1'24 AY Product Update Newsletter](#) and find out more about the latest technologies for SSPs and Digital Publishers.

Assertive Yield provides [exceptional 20/7 global support](#), complemented by a suite of personalized expert consulting services.

Test Now & Supercharge Ad Revenue in Q3!

[Schedule a Call](#)

Not convinced? Don't just take our word for it.

Explore our range of [Customer Success Stories](#) for concrete examples of how our partners achieve remarkable revenue growth, agility, and cost reduction.




48% REDUCTION IN BID REQUESTS

Assertive YIELD + **9GAG**

AY Customer Success Stories

[Watch now](#)



50% DISPLAY REVENUE BOOST!

Assertive YIELD + **SHINEZ**

AY Customer Success Stories

[Watch now](#)



30% UPLIFT IN VIEWABILITY AND RPM

Assertive YIELD + **HITOPIC**

AY Customer Success Stories

[Read now](#)

Empowering Publishers for Success

9GAG

 apartment
therapy

blogic
MEDIA

boons.

 **Connatix**

 **CONTENT IQ**
A Perion Company

Factinate

 **Futbol
Sites**

GOSOCIAL

gumgum 

 **HEARST
AUTOS**

LAD
BIBLE
Group


LEE
ENTERPRISES

netpoint.

 **RoughMaps**

 **SHINEZ**

 **WORLD HISTORY
ENCYCLOPEDIA**

**and a lot
more...**



unlocking your revenue potential

Q2 2024