

# MAXIMIZING REVENUE: A GUIDE TO SETTING PRICE FLOORS

When it comes to CPM floor prices, sovrn publishers are welcome to set floors at any rate at which they feel their ad space should be valued. However, there are a few recommendations we have to optimize performance with floor prices.

## step 1

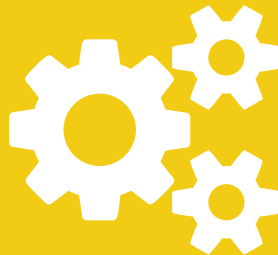
First, your floor should be set lower than the CPM you wish to earn for every 1,000 impressions sovrn serves on your site.



A price floor is not an evaluation of inventory, it's simply a baseline amount that decides who gets to bid on your inventory. **A higher price floor only limits the bidders who see and bid on impressions.** Because our real-time bidding (RTB) partners use floor prices as a baseline for a competitive auction for publishers' requests, it is almost always the case that the eventual CPM earned will be roughly twice the amount of the price floor. No matter the target CPM, sovrn usually recommends a price floor below \$0.50.

## step 2

The second important factor to consider when you set floor prices is how you configure the settings on your ad server.



Ad servers pace and optimize but don't pass back to other opportunities. It might be wiser to focus more on fill rate. Additionally, keeping up with updating expected CPMs inside the adserver is crucial when optimizing.

## step 3

The final point to note when setting your floor price is that max fill (a \$0.00 floor price) is almost always recommended by our optimization team.



At sovrn, we firmly stand by the concept that a monetized impression, regardless of the CPM, is what makes our publishers actual money, whereas an unfilled request nets no revenue to anyone. With this in mind, it follows that maximizing the fill rate of your zones (as price floors increase, fill rate decreases) with a floor price of \$0.00 is typically the best strategy for maximizing your revenue. This strategy also opens your requests up to the entire gamut of sovrn's demand, so you can be sure you'll have the best opportunity to make revenue with sovrn.