

Q4 Publisher Checklist

MAXIMIZE ECPM

- Differentiation** - What makes your property unique & valuable?
- Viewability** - Can your inventory be measured for viewability?
- User Experience** - Does your ad experience encourage engagement?

IMPROVE FILL RATE

- Demand Sources** - Do you have the right partners and deals?

OPTIMIZE PLACEMENTS

- Consider higher-paying formats** - Are you using boxes or banners where you could be using video or enhanced formats?
- Optimize Existing Placements** - Have you optimized your header or waterfall?

INCREASE TRAFFIC

- Optimize Content** - Optimize your highest-performing content for mobile search to increase organic traffic
- Leverage App & Mobile Web** - Are you monetizing all possible properties, including mobile app?

