

# CPM FatBooster

for new and existing Google AdExchange / AdSense publishers



## HOW DOES IT WORK?

Google is paying second highest bid in the auction. It means that if the highest bid is 2 CPM and second is 0.5 CPM, advertiser only pays the lower bid, although he is ready to pay more. **FatChilli CPM Booster** is an *automated tool based on artificial intelligence* that eliminates low bids. It learns about the publisher and his buyers and automatically sets Price Floors on very granular level. It sets many various Price Floors per single placement based on GEO, device type, buyer, branding type, creative size and similar.

This leads into low-bids elimination which escalates eCPM and decreases the fill rate. All-in-all it leads into overall **revenue uplift of around +30 %**.

*Example – non optimized (standard):*

AdRequests	1 000 000
IMP's	950 000
Fill rate	<b>95 %</b>
eCPM	<b>1.5 USD/EUR</b>
<b>Revenue</b>	<b>1 042 USD/EUR</b>

*Example – optimized by FatChilli CPM Booster*

AdRequests	1 000 000
IMP's	750 000
Fill rate	<b>75 %</b>
eCPM	<b>2.5 USD/EUR</b>
<b>Revenue</b>	<b>1 875 USD/EUR</b>



## EASE OF INTEGRATION

There are 2 single option of how to integrate.

- A)** We will provide you with the ad codes (tags) from our Google DFP AdServer and access to our Dashboard panel
- B)** In case you use your own Google DFP, we can link each other and all the benefits stay in your hands

## KEY BENEFITS

- ✓ Evident revenue uplift
- ✓ Easy and fast integration
- ✓ Possibility to set passback codes for all unfilled traffic (extra revenue by AdSense or self-promotion)
- ✓ 10 days trial period when publisher receives 100% of the revenue to compare its performance

## WHAT IS OUTSTREAM FORMAT?

OutStream formats run out of the video player. That means you as a publisher don't need to have any video content on your website in order to get all the benefits from online video advertising.

## Available formats

### **fatchilli anchor**

- ✓ Content-independent format
- ✓ Highly customizable \*
- ✓ High CPM rates
- ✓ Minimum Price Floor
- ✓ **OPEN EXAMPLE**

\* sound on/off, size, allowed device, choice of place (corner), daily visitor limit, etc.



### **fatchilli inText**

- ✓ Ideal for news articles and similar
- ✓ Highly customizable \*
- ✓ High CPM rates
- ✓ Minimum Price Floor
- ✓ **OPEN EXAMPLE**

\* sound on/off, size, allowed device, choice of place (corner), daily visitor limit, etc.

