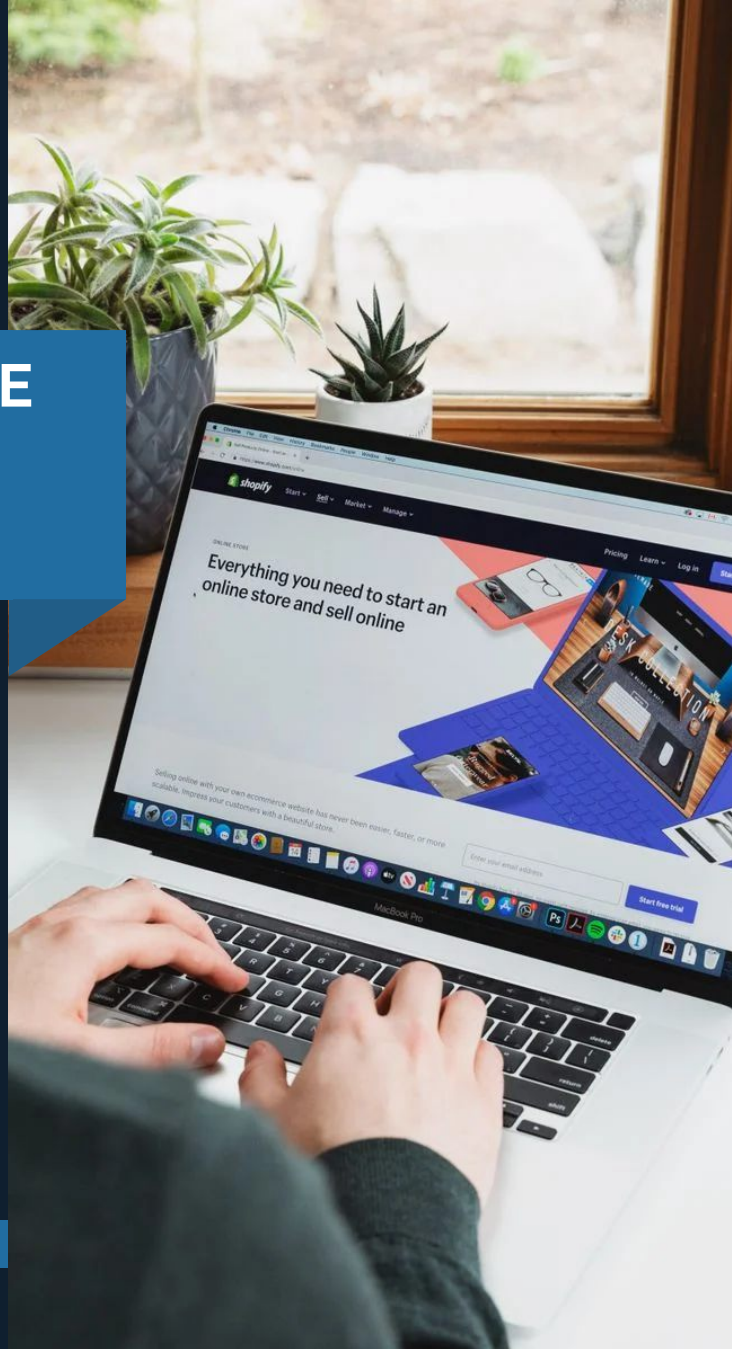


BOOSTING CTV PERFORMANCE THROUGH MORE PRECISE MACRO SIGNALS

DataBeat conducted a macro integrity review uncovering critical CTV signal gaps, enabling fixes that restored full demand eligibility and auction efficiency.



BACKGROUND

We identified inconsistent macro signals across multiple CTV supply paths, resulting in incomplete bidder requests that reduced demand eligibility and weakened auction performance.



THE GOAL

TO ENSURE ACCURATE MACRO DELIVERY ACROSS CTV PLATFORMS

SUCCESS BY THE NUMBERS



Improved Auction Efficiency



Improved compliance and maximized fill rates

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APPROACH

We improved CTV ad request quality by validating and enforcing key macros, including ifa, app_bundle, us_privacy, schain, and device_type. Missing or placeholder values were corrected, and supply partners were aligned to ensure consistent macro delivery, improving auction efficiency and demand eligibility.

