

OPTIMIZING CTV PROFITABILITY THROUGH SMART TRAFFIC CONTROL STRATEGIES

DataBeat conducted a profitability analysis revealing excess CTV request load, exposing efficiency gaps and restoring performance to approved thresholds.



BACKGROUND

We observed excessive ad request volume pushing profitability (request to impression ratio) beyond limits across two ad servers. This inefficiency increased server costs and reduced fill across key CTV inventory.



THE GOAL

TO STABILIZE CTV
PROFITABILITY
ACROSS
PLATFORMS

SUCCESS BY THE NUMBERS



Stabilized
Profitability Metrics



Improved Fill Rates



APPROACH

We streamlined traffic by removing non-performing supply, blocking low-value app bundles, optimizing geo and content distribution, and enforcing delivery caps. Blocklists were audited to protect premium inventory. These efforts significantly reduced wasteful request volume while stabilizing profitability and preserving monetization efficiency across both ad platforms.

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