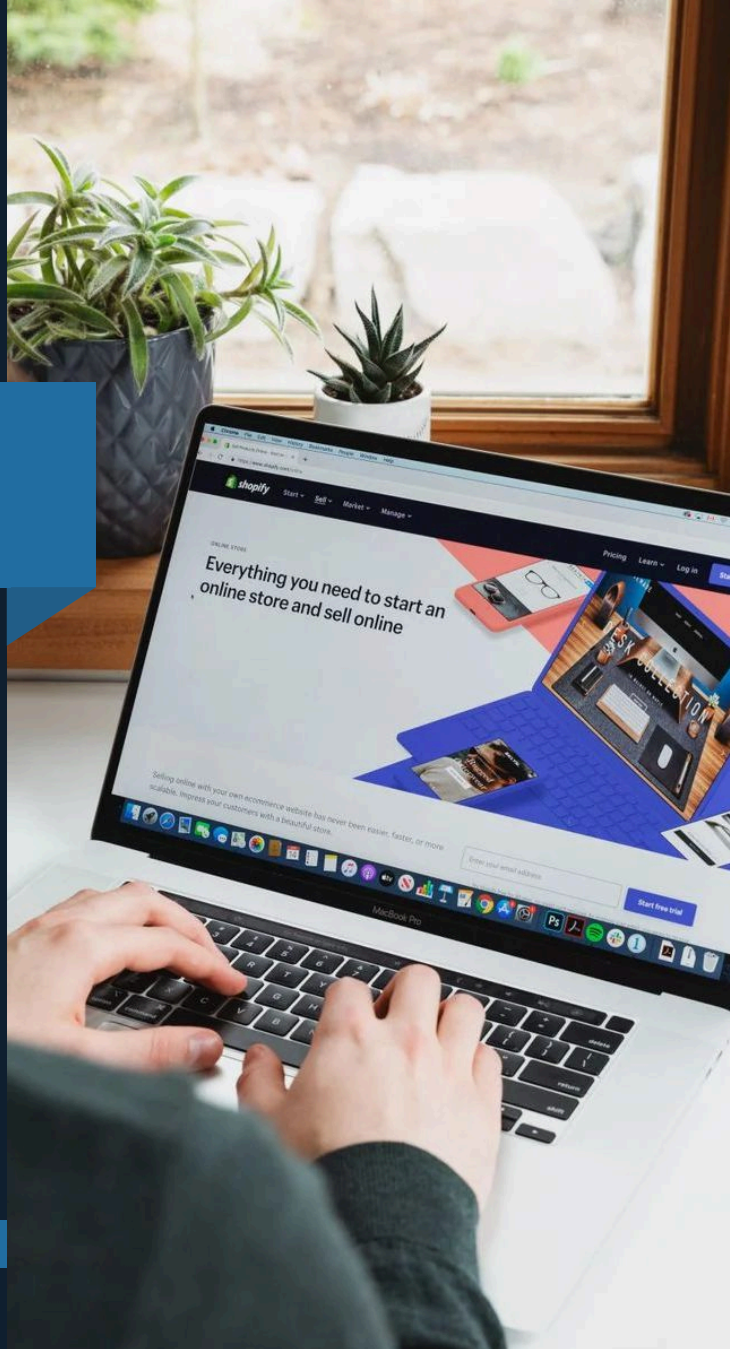


STRENGTHENING ADX MONETIZATION THROUGH SECURE SIGNALS

DataBeat analyzed signal-enabled versus non-signal traffic to quantify the measurable impact of Secure Signals on AdX performance.



BACKGROUND

Secure Signals were enabled across AdX inventory, prompting a structured review of signal-enabled and non-signal traffic. The analysis was conducted to evaluate auction performance, bid density, and monetization trends across signal presence.



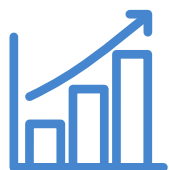
THE GOAL

ASSESS SECURE
SIGNALS
PERFORMANCE IMPACT

SUCCESS BY THE NUMBERS



APPROACH



Fill Rate Growth
13% → 88%



eCPM (effective CPM)
\$0.03 → \$0.34

Performance was reviewed across key AdX metrics including CPM, RPM, match rate, fill rate, and non-monetized rate, segmented by device, geo, and serving restrictions. Secure Signals were enabled across GAM integrations, including non-personalized ads and web deployments.

Post-enablement analysis compared signal-enabled and non-signal traffic while controlling for floors, demand mix, and traffic shifts. The study observed fill rate increasing from 13.62% to 88.38% and eCPM rising from \$0.03 to \$0.34 on signal-enabled traffic.

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