US Programmatic Trends

July 2026

Report Overview

This edition of the DataBeat Programmatic Trends Report draws on anonymized data from partners across the DataBeat network to surface U.S. programmatic advertising performance and trends for July 2026. The report benchmarks June 2026 results against both May 2026 and June 2025, delivering a dual lens of month-over-month and year-over-year perspective.

$55+ Million Monthly Revenue Tracked

35+ Billion Monthly Impressions Tracked

200+ Bidders Tracked

Key Highlights

On a month-over-month basis, Display CPMs rose **14.7%** and Video CPMs climbed **17.6%**, contributing to a **16.9%** overall CPM gain.

Year-over-year, Display CPMs surged **26.9%,** while Video CPMs increased **41.3%**, producing a net overall CPM increase of **51.0%**.

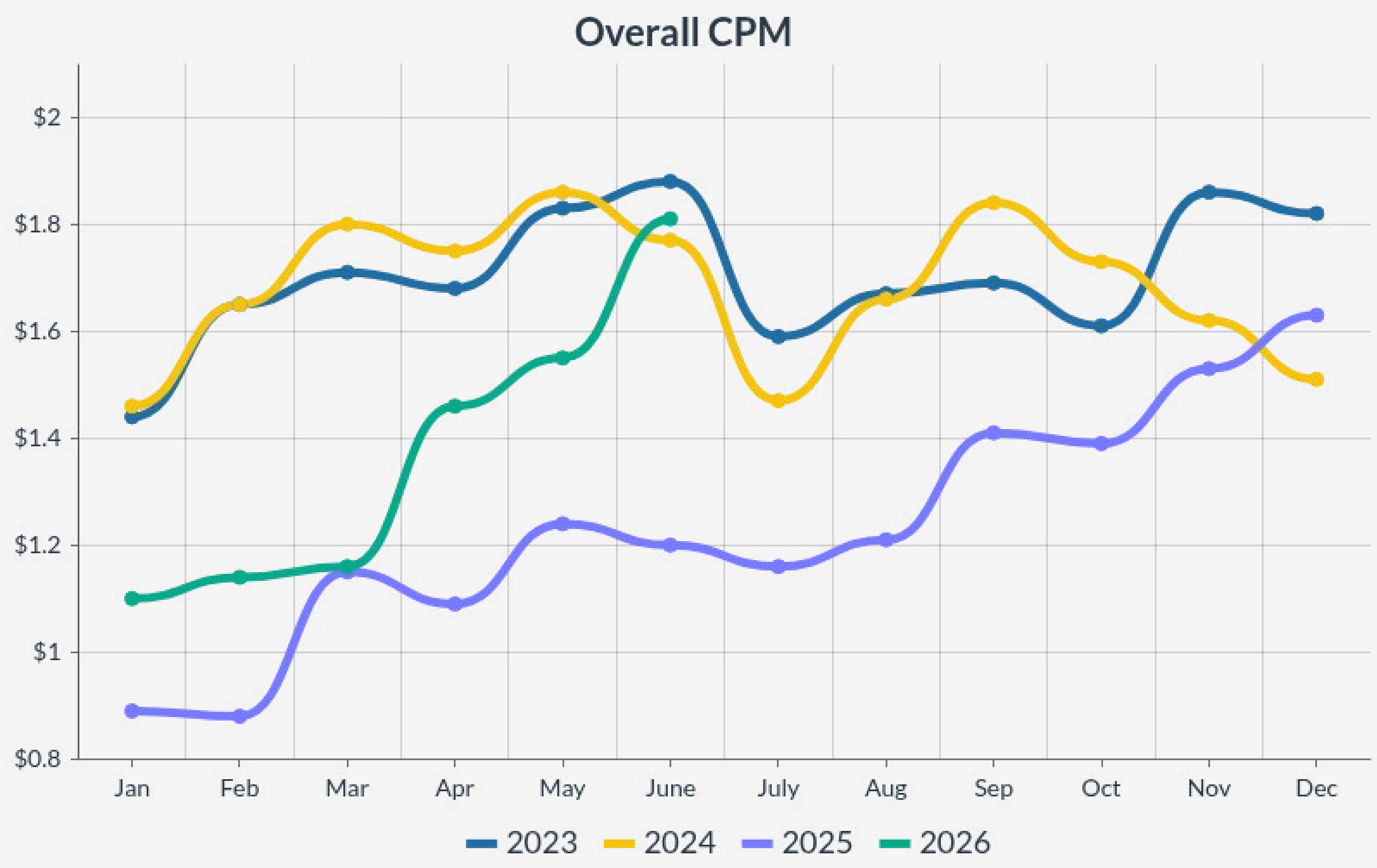
To sustain this momentum and maximize the current demand environment, publishers should focus on strengthening direct deals, optimizing floor prices, and leveraging header bidding to drive continued auction competition. Investing in high-performing ad formats and diversifying demand sources will be key to compounding these gains and building resilient revenue through the months ahead.

Overall CPM
MoM +16.9%
YoY +51.0%

Display CPM
MoM +14.7%
YoY +26.9%

Video CPM
MoM +17.6%
YoY +41.3%

Prog Fill rate
MoM +4.2%
YoY +1.6%



Traffic Landscape

Traffic Trends:

PV / USER	SESSIONS / USER	ENGAGEMENT RATE	NEW USERS
-2%	-2%	-28%	+14%
2.59 vs 2.53	1.85 vs 1.82	51.0% vs 37.0%	

- Audience acquisition remained healthy during June, with New Users (+14%) continuing to grow. However, repeat engagement softened as Sessions/User (-2%) and PV/User (-2%) declined, indicating that audience growth is outpacing long-term retention.
- Traffic performance remained resilient, but engagement quality declined. Although overall traffic remained consistent, user behavior indicates reduced content consumption. PV/User and Sessions/User each decreased by 2%, while Engaged Sessions/User fell by 29%, highlighting a significant drop in active engagement and session quality.
- This disconnect between healthy traffic growth and weaker engagement points to a change in audience quality rather than audience size, highlighting the need to strengthen post-click engagement and reader retention.

Month-on-Month Shift in Traffic Sources:

CHANNEL	TRAFFIC SHARE	SESSIONS (MAY VS JUNE)	ENGAGEMENT RATE	PV / USER	SESSIONS / USER	KEY SIGNAL	STATUS
Organic Search	30.14% (-1.20%)	-2.19%	50.20%	2.58 (-7.0%)	1.78	Search remained the largest traffic source, but saw the steepest decline in both traffic volume and engagement.	SHIFTING
Direct	28.93% (-1.74%)	-4.07%	71.70%	2.60 (-0.7%)	1.75	Direct continued to deliver the strongest audience quality despite lower traffic volumes.	STRONG
Organic Social	14.56% (+0.59%)	5.97%	67.71%	1.81 (-0.9%)	1.56	Organic Social continues expanding its acquisition footprint.	SHIFTING
Email	1.77% (0.0%)	1.12%	66.59%	3.91 (+2.3%)	2.15	Email remained a small but highly engaged channel with the strongest content consumption per user.	STRONG
Referral	13.17% (+0.23%)	3.51%	63.03%	3.09 (+1.7%)	2.63	Referral expanded its share of traffic, although engagement remained relatively low.	SHIFTING
Paid Social	5.86% (+1.82%)	47.38%	29.44%	1.85 (+59.5%)	1.62	Paid Social recorded the fastest growth but continued to deliver the weakest audience quality.	WEAK

Discovery Shift & Industry Impact:

- Social and community discovery continues to reshape audience acquisition. Strong growth across X (+170%), Instagram (+107%), Facebook (+35%), and Reddit (+47%), alongside declines in Google News (-10%) and MSN (-25%), suggests discovery is increasingly being driven by algorithmic feeds and community-led conversations rather than traditional aggregators.
- Publishers are attracting larger audiences, but sustaining attention is becoming the bigger challenge. While New Users grew 14%, declines in PV/User (-2%) and Sessions/User (-2%) indicate that incremental traffic is translating into shallower user journeys, making engagement quality a key differentiator.
- AI referrals are evolving from an emerging source into a strategic acquisition channel. AI assistant traffic grew 24.8%, led by ChatGPT (+24.3%), while Gemini (+77%) and Claude (+73%) expanded rapidly from smaller bases, reinforcing that visibility across AI-generated answers is becoming increasingly valuable for publishers.

The Shifting Value of Inventory: Q2 2025 vs Q2 2026

This month's theme explores CPM performance across Q2 2025 and Q2 2026, examining how monetization efficiency has shifted year-over-year across the publisher portfolio. We analyse CPM across key dimensions, Inventory Type, covering April through June for both years. The goal is to understand where pricing pressure is concentrated, where pockets of growth exist, and what is driving performance divergence across formats and environments.

Understanding Performance by Inventory Type :

App is driving structural monetization growth

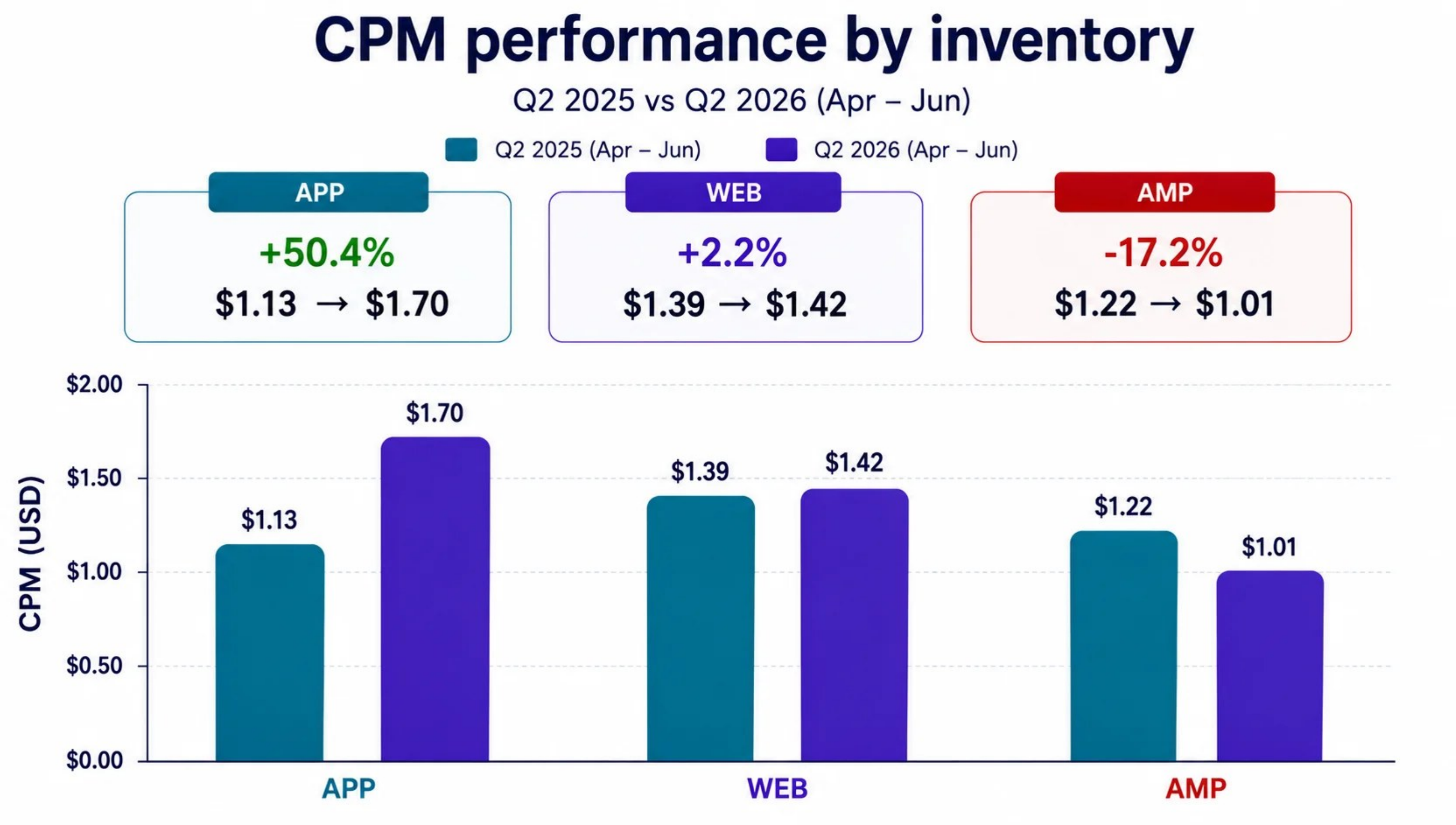
- App CPM increased **50.4%** ($1.13 → $1.70), with gains building every month of the quarter. The sustained increase likely reflects stronger seasonal advertiser demand driven by major events such as the FIFA World Cup and the June Prime Day shopping period, which intensified competition for in-app inventory and pushed CPMs higher.
- Direct revenue impact of that shift. Publishers who migrate from waterfall to unified auctions report 15 to 30% revenue increases, driven by real-time competitive bidding rather than static, historically-set floor prices.

Web is benefiting from a quality focused market

- Web CPM increased **2.2%** ($1.39 → $1.42), with the improvement building steadily across the quarter, from roughly flat in April to firmer gains by June. This pattern points to demand stabilizing rather than reacting to any single event.
- That stabilisation lines up with a broader shift in how open-web inventory is bought. Advertisers are increasingly directing spend toward curated, brand-safe supply paths rather than treating the open exchange as commodity inventory. For Web, this suggests the CPM gain reflects a quality repricing already underway.

AMP seems to be declining

- AMP CPM declined **17.2%**, with the largest drop occurring in April. This aligns with the industry's continued move away from AMP following the removal of its search advantage and widespread publisher migration. The trend reflects the declining relevance of the format, making future strategy a question of managed phase out rather than performance recovery.



The Path Forward

Publishers should prioritise App as the primary growth lever this quarter, given its consistent CPM gains across every month. Web inventory should shift toward curated, brand-safe supply paths to sustain its improving trend, rather than competing on open-exchange volume. AMP warrants a planned sunset, as continued investment offers diminishing returns while the broader market has already moved on. Publishers who reallocate spend and resources accordingly will be best positioned to capture stronger yield through Q3 and beyond.

Let's connect

Here's a look at industry trends, broken down by inventory and demand.

DATABEAT a mediamint company

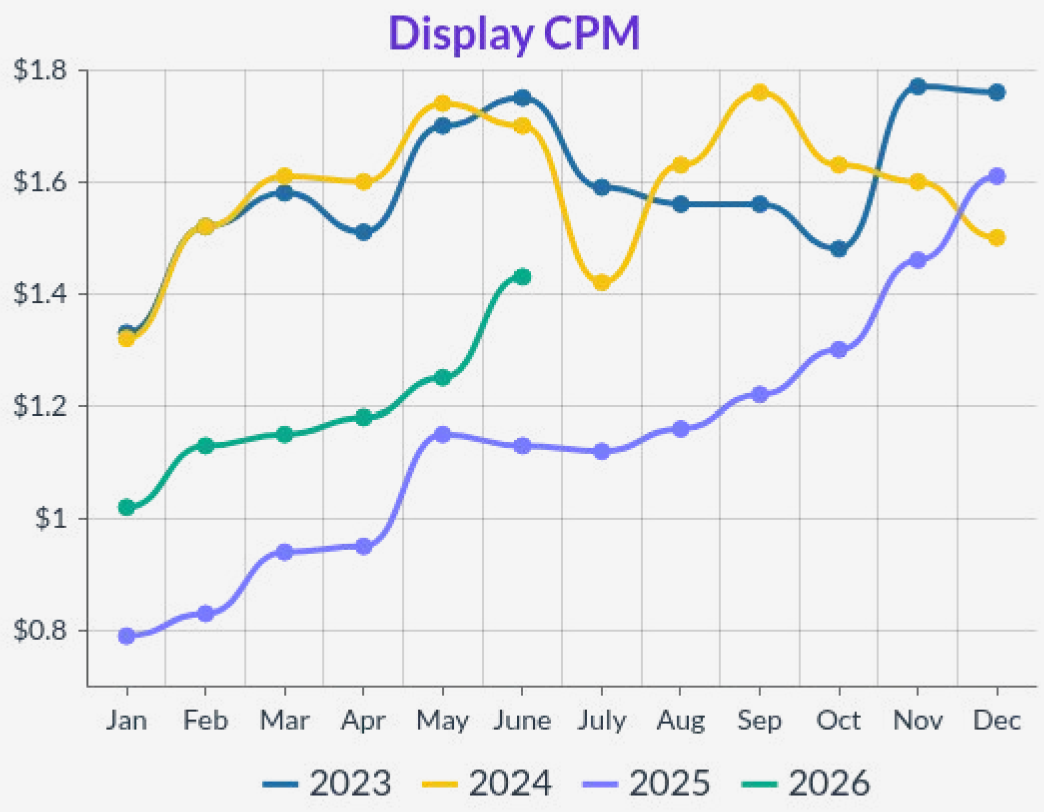
Media Trends

Display Trends

- Display CPMs rose **14.7% MoM** and **26.9% YoY**, reflecting a broad acceleration in advertiser spending as summer budgets fully activate. The strength across both timeframes points to genuine demand growth, with established partners posting standout gains that signal concentrated buying across trusted, high-quality supply paths.
- Demand continues to consolidate toward partners with strong auction signals and transparent inventory, while mid-tier players face ongoing pricing headwinds, reinforcing the broader market shift toward quality-driven allocation over open-market scale.

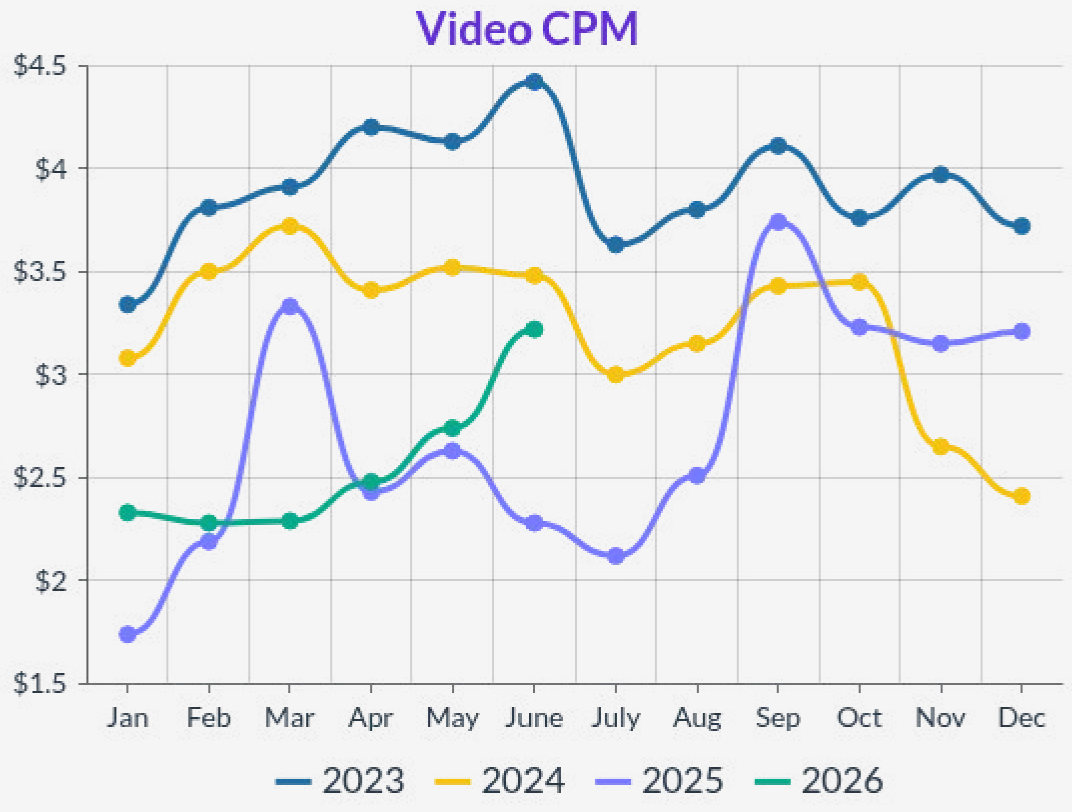
Video Trends

- Video CPMs accelerated **17.6% MoM** and surged **41.3% YoY**, delivering the strongest year-over-year performance across all formats this month. This is a meaningful signal that the video demand recovery is gaining real momentum, with advertisers committing more aggressively to video inventory as audience engagement strengthens heading into the peak summer content period.
- MoM performance remained positive across the top SSPs, led by Ad Exchange and Amazon. The widening YoY gap suggests curated, deal-driven supply paths are capturing premium video demand more effectively than open-auction inventory.



Display Top SSPs

Partner	SOV	Prev Rank	CPM	MOM%	YoY%
Ad Exchange	48%	1	$1.44	20.0%	27.4%
Index Exchange	14%	4	$1.58	17.0%	6.8%
TTD	11%	12	$0.87	11.5%	7.4%
Amazon	8%	6	$2.44	14.6%	16.2%
Media.net	6%	9	$1.26	12.5%	4.1%
Pubmatic	4%	8	$1.90	-21.8%	41.8%
Rubicon	2%	2	$2.23	65.2%	42.9%
Nativo	2%	5	$3.98	63.8%	88.6%
Triplelift	2%	15	$1.02	-8.9%	-7.3%
OpenX	0%	3	$2.05	14.5%	8.5%

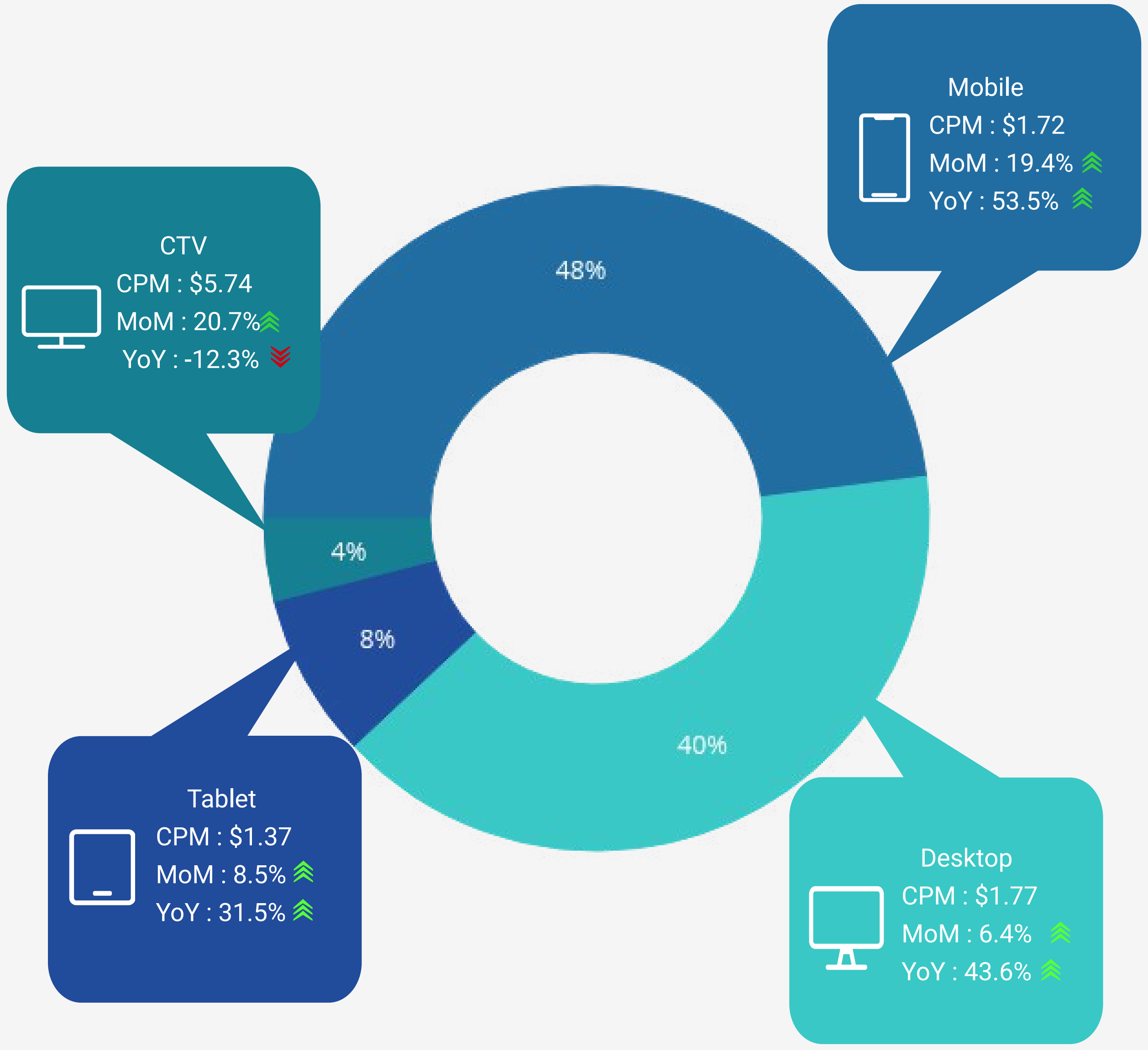


Video Top SSPs

Partner	SOV	Prev Rank	CPM	MOM%	YoY%
Ad Exchange	43%	1	$2.20	4.3%	24.3%
Amazon	32%	2	$3.05	41.2%	26.0%
Rubicon	12%	4	$1.44	41.2%	10.8%
Index Exchange	10%	3	$1.94	29.3%	-2.0%
Media.net	1%	17	$1.02	10.9%	39.7%
Pubmatic	0%	6	$1.82	7.1%	-6.7%
GumGum	0%	5	$3.02	38.5%	2.4%
OpenX	0%	9	$4.62	15.8%	55.0%
Kargo	0%	11	$1.26	9.6%	-17.6%
LoopMe	0%	10	$1.35	8.9%	-8.8%

Let's connect

Device Trends



Mobile Top SSPs

Partner	SOV	Prev Rank	CPM	MOM%	YoY%
Ad Exchange	45%	1	$1.60	15.9%	66.7%
Index Exchange	15%	3	$1.53	-2.5%	66.3%
TTD	10%	11	$0.81	1.3%	-84.0%
Amazon	9%	5	$2.62	29.7%	97.0%
Rubicon	5%	2	$2.19	25.9%	48.0%
Nativo	4%	4	$3.17	72.3%	80.1%
Pubmatic	3%	8	$1.90	-7.8%	62.4%
InMobi	2%	10	$0.73	-8.8%	14.1%
Media.net	2%	14	$1.22	-17.6%	19.6%
OpenX	2%	12	$2.14	69.8%	82.9%

Desktop Top SSPs

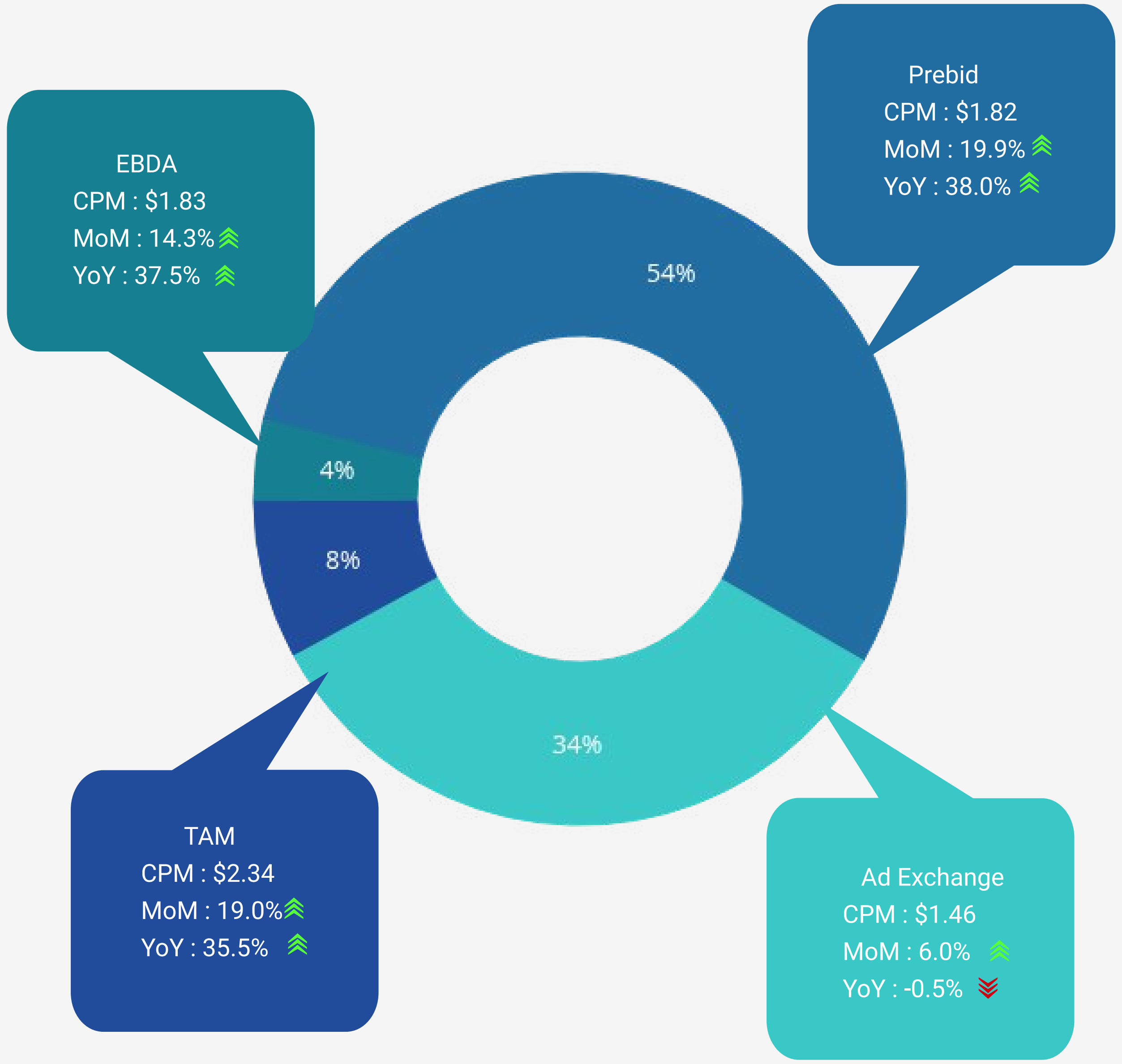
Partner	SOV	Prev Rank	CPM	MOM%	YoY%
Ad Exchange	49%	1	$1.54	8.5%	65.6%
Index Exchange	11%	3	$1.65	13.0%	58.7%
Media.net	12%	5	$1.17	23.2%	20.6%
Rubicon	9%	4	$1.95	30.0%	56.0%
Ozone	4%	6	$1.75	4.2%	8.7%
Pubmatic	2%	7	$1.90	18.8%	17.3%
OpenX	2%	10	$1.75	20.7%	10.8%
Amazon	1%	2	$1.57	34.2%	-19.1%
Nativo	1%	11	$1.17	-14.0%	-15.8%
TTD	1%	14	$0.47	-28.8%	-28.8%

CTV Top SSPs

Partner	SOV	Prev Rank	CPM	MOM%	YoY%
Ad Exchange	74%	1	$3.80	-7.5%	5.0%
Index Exchange	15%	6	$4.25	-4.7%	69.3%
Amazon	4%	5	$3.12	9.1%	25.8%
InMobi	3%	12	$1.56	2.6%	4.7%
RythmOne	1%	14	$4.02	4.1%	42.6%
Nativo	1%	11	$1.40	14.8%	8.5%
Pubmatic	0%	8	$2.19	-1.4%	9.5%
OpenX	0%	2	$3.85	36.5%	11.0%
Telaria	0%	17	$7.11	2.7%	30.9%
Rubicon	0%	4	$2.35	15.2%	92.6%

- Mobile CPMs rose 19.4% MoM to $1.72 and Desktop gained 6.4% MoM to $1.77, with both devices delivering strong broad-based growth. The near-parity between Mobile and Desktop CPMs is a continuing structural shift, reflecting advertisers' growing confidence in mobile inventory quality as publishers strengthen first-party data and contextual signals. Tablet also posted healthy gains at +8.5% MoM and +31.5% YoY, pointing to broad device-level demand recovery rather than isolated pockets of growth.
- CTV CPMs recovered sharply, rising 20.7% MoM to $5.74, offering the clearest stabilization signal the format has shown in several months. However, the format's YoY decline at -12.3% indicates structural pricing pressure persists beneath the surface. The MoM bounce likely reflects seasonal demand activation around summer content programming, but sustained recovery will require consistent supply-demand rebalancing before CTV can confidently reclaim its premium pricing floor.

Programmatic Integration Trends



Prebid Top SSPs

Partner	SOV	Prev Rank	CPM	MOM%	YoY%
Index Exchange	33%	3	$1.45	0.0%	70.6%
Pubmatic	26%	4	$2.06	28.8%	52.6%
Ozone	16%	10	$1.96	-7.5%	70.4%
Rubicon	9%	2	$1.75	1.7%	71.6%
OpenX	8%	8	$1.89	15.2%	40.0%
Media.net	2%	5	$1.17	5.4%	28.6%
Triplelift	1%	7	$1.14	10.7%	-9.5%
Nativo	1%	6	$3.48	59.6%	51.3%
InMobi	1%	11	$1.29	17.3%	22.9%
MinuteMedia	1%	13	$1.40	30.8%	4.5%

TAM Top SSPs

Partner	SOV	Prev Rank	CPM	MOM%	YoY%
Amazon	27%	1	$2.35	19.3%	61.0%
Index Exchange	9%	3	$1.24	6.9%	10.7%
Rubicon	8%	4	$1.20	2.6%	-28.6%
InMobi	4%	10	$1.09	5.8%	94.6%
Nativo	6%	7	$2.06	63.5%	26.4%
Triplelift	5%	8	$1.30	9.2%	-4.4%
OpenX	3%	11	$2.52	17.2%	51.8%
Pubmatic	5%	6	$1.23	5.1%	-21.7%
Media.net	3%	13	$0.99	-2.0%	-2.0%
GumGum	3%	17	$3.19	2.9%	82.3%

EBDA Top SSPs

Partner	SOV	Prev Rank	CPM	MOM%	YoY%
Index Exchange	45%	1	$1.85	8.8%	69.7%
Media.net	16%	2	$1.36	13.3%	22.5%
Rubicon	9%	3	$3.62	27.5%	58.1%
Triplelift	7%	5	$0.84	1.2%	7.7%
Pubmatic	5%	4	$2.91	7.8%	12.4%
OpenX	6%	6	$3.21	5.6%	63.8%
OneTag	2%	7	$1.61	-2.4%	19.3%
Sovrn	1%	11	$1.22	24.5%	23.2%
Nativo	3%	8	$1.41	13.7%	-60.6%
Equativ	2%	9	$1.79	18.5%	20.1%

- Prebid extended its market leadership to 54%, recovering share meaningfully, while AdX held at 34% and TAM contracted to 8%. This reversal from prior months signals that the open header bidding ecosystem is regaining traction, likely driven by improving floor price discipline and stronger auction competition across Prebid-integrated supply paths.
- YoY CPM performance was strongly positive across all integrations: Prebid's +38.0% gain reflects maturing yield management practices, EBDA's +37.5% recovery signals renewed buyer appetite for exchange-bidding pathways after prior months of erosion, and TAM's +35.5% gain indicates Amazon's demand stack is firmly back in growth mode. Ad Exchange bucked the trend with a near-flat -0.5% YoY, suggesting that while it remains the dominant volume channel, its pricing ceiling is being tested as competing integrations absorb incremental demand share.

AdX Buyer Trends

Advertiser Trends

- AdWords Small Businesses retained the top position with a strong 38% MoM CPM gain, reflecting sustained and accelerating SMB investment in programmatic as smaller advertisers respond to mid-year conversion opportunities. Amazon Corp's 122% surge is the standout signal of the month, pointing to a major retail media reactivation cycle driven by Prime Day-adjacent campaign spend. Best Buy's 100% gain mirrors this retail category momentum, while Microsoft's 34% rise indicates continued enterprise software demand. TEMU's 21% pullback suggests a normalization in cross-border e-commerce spending following prior aggressive ramp-up, rather than a structural exit.

Top AdX Advertiser's

Advertiser	Rank	CPM	MOM%
AdWords small businesses	1	$3.48	38%
Amazon Corp	2	$3.93	122%
Microsoft Corp.	3	$15.18	34%
TEMU	4	$3.73	-21%
AT&T	5	$4.59	2%
Best Buy	6	$3.44	100%
Alphabet	7	$5.10	-5%
Comcast Corporation	8	$3.45	62%
Honda Motor Company	9	$1.95	-3%
Altern Marketing	10	$1.97	-35%

Bidder Trends

- Google Ads and DV360 held lead positions with 15% and 11% MoM CPM gains, reflecting stable and growing demand across Google's buy-side stack. The standout movements came from independent platforms: Index Exchange surged 127% MoM and Magnite jumped 134%, signaling an aggressive push toward curated supply paths and premium inventory access, consistent with the broader industry shift away from uncurated open auction. The Trade Desk's 24% decline is notable given its typically strong positioning, potentially reflecting strategic bid adjustments rather than reduced overall investment. Yahoo!'s 53% gain and Smart AdServer's 41% rise add to a picture of broad-based bidder diversification, with buyers spreading demand across a wider set of channels to optimize reach and pricing efficiency.

Top AdX Bidder's

Bidder	Rank	CPM	MOM%
Google Ads	1	$3.05	15%
DV360	2	$2.93	11%
The Trade Desk Inc.	3	$3.98	-24%
Index Exchange	4	$3.23	127%
Magnite	5	$3.30	134%
Smart AdServer (EB)	6	$1.98	41%
Facebook NB	7	$2.33	-34%
Criteo	8	$3.09	1%
TemuDSP	9	$6.25	13%
Yahoo!	10	$2.76	53%

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