



Optimizing monetization across the ad stack

Technical and AdOps work to increase inventory value and fill rate.

GAINS OBSERVED ACROSS ENGAGEMENTS

+25 to +75%

CPM

×1.3 to ×3

Fill rate

Across clients and scopes; results do not relate to a single engagement.

THE CHALLENGE

Low CPMs and fill rates limit inventory value and the share of inventory monetized.

EPICFLARE’S ROLE

Audit the full stack, fix integrations and configurations, then adjust demand connections.

Three coordinated levers

01	Technical integration	Auditing and rebuilding ad integrations on the website.
02	AdOps configuration	Reviewing the ad server and SSPs. Adjusting ad delivery and monetization settings.
03	Demand connections	Adjusting connections and signals to match demand-side buying conditions.

VALIDATING RESULTS

Track CPM and fill rate to assess the effects of the changes.

KNOWLEDGE TRANSFER

Train teams on how the stack works and the changes implemented.

Let’s discuss your inventory monetization