

Performance Report

Media.net × CMI Media Group · Performance Edition · July 2026

● PERFORMANCE SNAPSHOT

Every campaign, measured.

PMP and Open Auction together delivered \$558.5K in media cost, up 32% on June and the strongest month of 2026 so far.

TOTAL MEDIA COST	TOTAL AD IMPRESSIONS	AVG CPM	AVG WIN RATE
\$558.5K	103.5M	\$5.40	4.85%
Private Marketplace		Open Auction	
Total Media Cost	\$383.3K	Total Media Cost	\$175.2K
Total Ad Impressions	75.7M	Total Ad Impressions	27.8M
CPM	\$5.07	CPM	\$6.30
Win Rate	5.00%	Win Rate	4.00%
Share of Media Cost	69%	Share of Media Cost	31%
MoM %	+51%	MoM %	-0.62%

● PMP DEAL BREAKDOWN

PMPs, in detail.

PMPs drove 69% of July's media cost at a lower CPM than the open exchange, and grew 51% month over month.

TOP PMPS	DEAL TYPE	CPM	MEDIA COST
mn_CMI_Genentech_ttd_ctv	RON	\$10.81	\$236.8K
mn_CMI_ron_ttd_v	RON	\$5.14	\$47.3K
mn_CMI_ron_ttd_d	RON	\$0.76	\$28.6K
mn_CMI_green_ppt_d	Scope3	\$12.85	\$27.3K
mn_ocrevus_spanish_web_ttd_v	Spanish Targeting	\$10.02	\$19.6K

● OPEN AUCTION

Open exchange, and where PMPs can help.

Open Auction held broadly flat month over month at \$175.2K. These advertisers are transacting on the open auction across DSPs, several of them absorbing a \$6.30 CPM that a private deal would help bring under control.

TOP ADVERTISER	MEDIA COST	PMP ACTIVATION
Eli Lilly	\$25.4K	Activated
Enhertu (HCP)	\$12.3K	Not yet
GSK Meningitis Vaccine	\$10.9K	Via Deal Library
Tagrisso (HCP)	\$6.3K	Not yet
Spravato (HCP)	\$5.9K	Not yet

● KEY OPPORTUNITIES

Open Auction advertisers are currently seeing extremely high CPMs. Activating PMPs can help monitor and control CPMs and other key metrics more effectively.

Many advertisers are spending via Open Auction across DSPs, activating PMPs enables better performance monitoring and KPI optimization. Sharing the CMI deal library (sustainability, RON & minority-owned), with custom PMPs available on request.

Open the CMI Deal Library ↗

● HIGHLIGHTS & REQUIREMENTS

What moved the month.

PMP MOMENTUM	CTV CONCENTRATION
PMP media cost climbed by half, +51%	This CTV deal carried the month
Private Marketplace reached \$383.3K, up 51% on June and the steepest monthly gain of 2026 so far.	mn_CMI_Genentech_ttd_ctv delivered \$236.8K at a \$10.81 CPM, 62% of all PMP media cost in July.
YEAR HIGH	CPM PREMIUM
A new high for the year, \$558.5K	The open exchange still costs more
PMP and Open Auction combined were up 32% on June, making July the strongest media-cost month of 2026 to date.	Open Auction ran at a \$6.30 CPM against PMP's \$5.07, a \$1.23 premium on every thousand impressions bought outside a deal.

How July delivered		
ENVIRONMENT	DSP SPLIT	FORMAT
48.4% Web · 43.0% CTV · 8.6% App	64.0% TTD · 34.7% Pulsepoint · 1.3% Deep Intent	58.2% Video · 41.7% Banner · 0.1% Native
Top Publishers: VIZIO WatchFree+, sciencedaily.com, eatingwell.com, DIRECTV, and my.clevelandclinic.org led July's supply.		

● UPSELL SPOTLIGHT

Where to go next.

● ADDITIONAL OPPORTUNITIES

Three ways to extend July's momentum.

Media.net products built for precision healthcare buying, matched to where CMI is already winning.

SearchSignals 📶
Billions of monthly page views across health-related content, powered by real-time keyword signals and medical context.

media.net | ACXION
Connect who your audience is with what they are searching for, turning insights into lasting impact across every screen.

ELEVATE
A first-to-market, SSP-enabled measurement and attribution solution for the open web.