

Performance Report

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

PERFORMANCE SNAPSHOT

Every campaign, measured.

PMP and Open Auction together delivered \$820.9K in media cost, up 47% compared to July and the strongest month of 2026 by a clear margin.

TOTAL MEDIA COST	TOTAL AD IMPRESSIONS	AVG CPM	AVG WIN RATE
\$820.9K	152.5M	\$5.40	9.00%



Private Marketplace	
Total Media Cost	\$643.7K
Total Ad Impressions	124.8M
CPM	\$5.16
Win Rate	10.00%
Share of Media Cost	78%
MoM %	+68%

Open Auction	
Total Media Cost	\$177.3K
Total Ad Impressions	27.7M
CPM	\$6.39
Win Rate	6.00%
Share of Media Cost	22%
MoM %	-4.50%

PMP DEAL BREAKDOWN

PMPs, in detail.

PMPs drove 78% of August's media cost at a lower CPM than the open exchange, and grew 68% month over month.

TOP PMPs	DEAL TYPE	CPM	MEDIA COST
mn_CMI_Genentech_ttd_ctv	RON	\$10.97	\$487.8K
mn_CMI_green_ppt_d	Scope3	\$24.74	\$37.5K
mn_CMI_ron_ttd_v	RON	\$4.27	\$32.1K
mn_CMI_ron_ttd_d	RON	\$0.40	\$26.4K
mn_ocrevus_spanish_web_ttd_v	Multicultural	\$9.33	\$17.7K

HIGHLIGHTS AND REQUIREMENTS

What moved the month.

PMP MOMENTUM

~60%

PMP spend climbed by three fifths

PMP spend increased by roughly 60% month over month, driven mainly by **mn_CMI_Genentech_ttd_ctv**, which increased by around 96%.

DSP SHIFT

~72%

Deep Intent stepped up

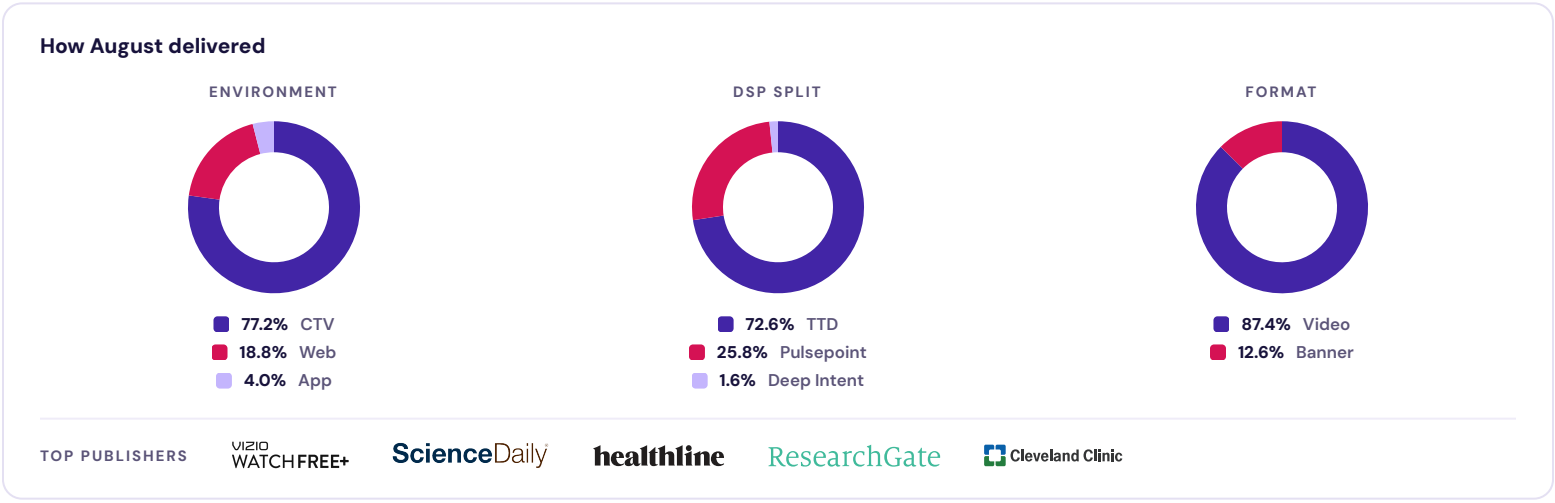
Deep Intent spend increased by roughly 72%, driven mainly by a surge in Open Auction spend.

TOP ADVERTISER

Xolair

Top spending advertiser

Xolair led August's spend, followed by Ocrevus and Vabysmo.



OPEN AUCTION

Open exchange, and where PMPs can help.

Open Auction contributed \$177.3K in August at a \$6.39 CPM. The brands below are transacting on the open auction only, across DSPs.

BRANDS SPENDING VIA OPEN AUCTION ONLY	MEDIA COST	PMP ACTIVATION
Enhertu (HCP)	\$9.9K	Not yet
GSK Meningitis Vaccine	\$9.3K	Via Deal Library
Johnson & Johnson	\$7.4K	Not yet
Spravato (HCP)	\$7.1K	Not yet
Ingrezza (HCP)	\$6.0K	Not yet

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 ↗

ADDITIONAL OPPORTUNITIES

Three ways to extend August'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.

NEED A CUSTOM DEAL?

Tailored Deal IDs, built around your next campaign.

For tailored Deal ID requests, including vertical-specific, audience-based, or tent-pole packages, reach out to **agency-am@media.net** and our team will get you set up.