

Year in Review

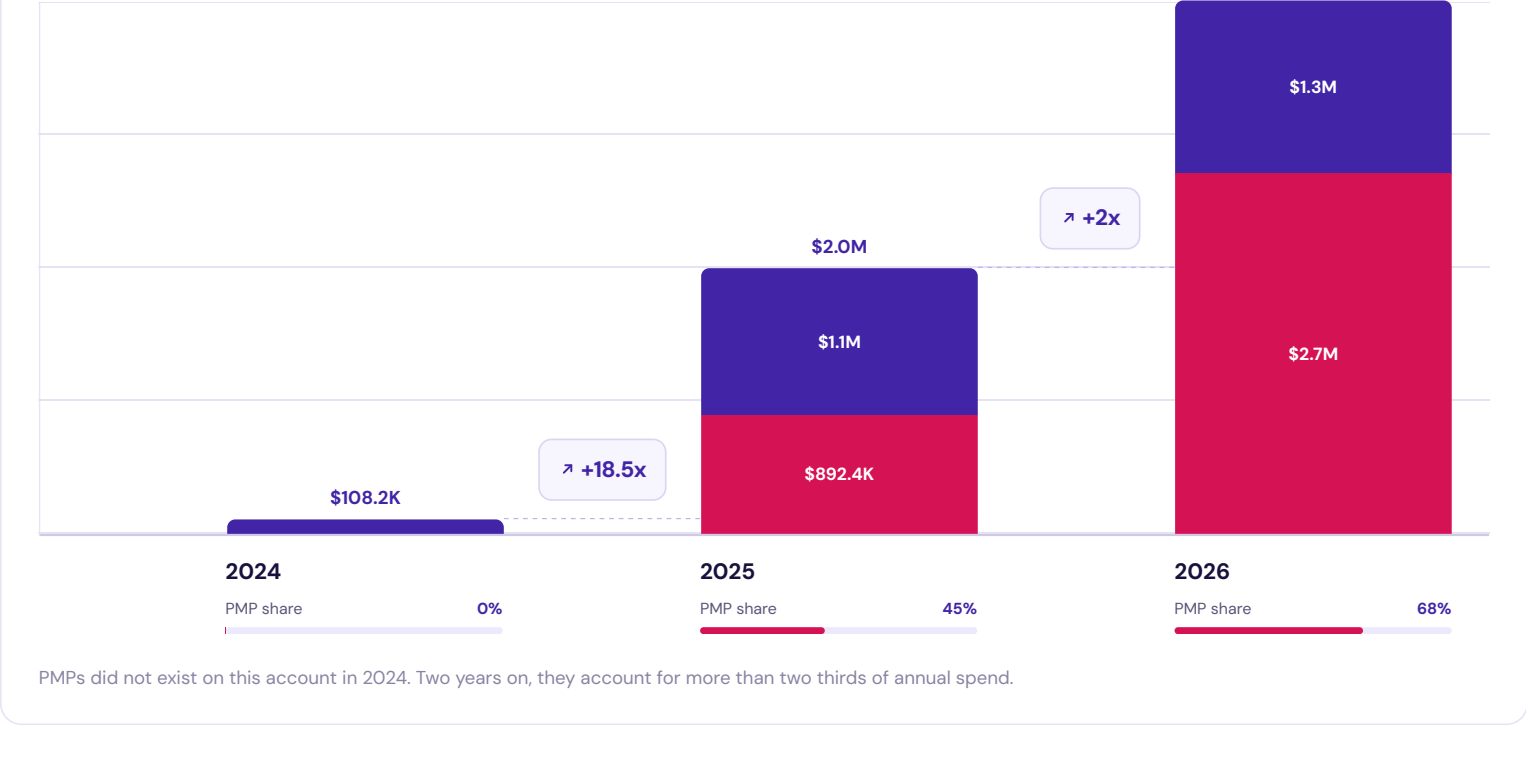
Media.net × CMI Media Group · Year to Date · January to September 2026

2026 OVERVIEW

The year so far.

PMP and Open Auction together delivered \$4.0M in media cost across the first nine months of 2026, with PMPs carrying 65% of it.

TOTAL SPEND \$4.0M Jan to Sep 2026, PMP + Open Auction	TOTAL AD IMPRESSIONS 1.06B Total delivered impressions	WIN RATE 6.00% Blended bid win rate	CPM \$3.95 Blended across both channels
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~\$7M Projected revenue for 2026	279 Advertiser count in 2026	126 Net new activations in 2026
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PMP OVERVIEW

Private marketplace, in detail.

PMPs delivered \$2.7M across the first nine months at a \$3.45 CPM, below the blended rate and well below the open exchange.

Private Marketplace	Open Auction
Total Media Cost \$2.7M	Total Media Cost \$1.3M
Total Ad Impressions 787.5M	Total Ad Impressions 269.1M
CPM \$3.45	CPM \$5.41
Win Rate 7.00%	Win Rate 5.49%
Share of Media Cost 65%	Share of Media Cost 35%

TOP DEAL IDS	DEAL TYPE	CPM	MEDIA COST
mn_CMI_Genentech_ttd_ctv	RON	\$10.50	\$1.3M
mn_CMI_ron_ttd_d	RON	\$0.70	\$368.2K
mn_ocrevus_spanish_web_ttd_v	Multicultural	\$9.75	\$266.8K
mn_CMI_ron_ttd_v	RON	\$4.70	\$251.8K
mn_CMI_green_ppt_d	Scope3	\$16.30	\$247.8K

BRAND-SPECIFIC PMPs

Delivery, KPIs and the advertisers running on each deal.

Genentech

Genentech CTV

CTV RON TTD

ACTIVATION STRATEGY RON

TOTAL MEDIA COST	TOTAL AD IMPRESSIONS
\$1.3M	125.8M
WIN RATE	CPM
13.88%	\$10.50

KPI: VCR **94%** Benchmark N/A · Reporting N/A

SHARE OF PMP SPEND **48%**

\$1.3M of \$2.7M across all PMP deals

ADVERTISERS

Xolair, OCREVUS, VABYSHO

Ocrevus Multicultural

WEB VIDEO MULTICULTURAL TTD

ACTIVATION STRATEGY Experian

TOTAL MEDIA COST	TOTAL AD IMPRESSIONS
\$300.0K	32.3M
WIN RATE	CPM
18.68%	\$9.29

KPI: VCR **81%** Benchmark 70% · Reporting Received

SHARE OF PMP SPEND **11%**

\$300.0K of \$2.7M across all PMP deals

ADVERTISERS

OCREVUS

Media.net × CMI Endeavour CTV

CTV RON

ACTIVATION STRATEGY RON

TOTAL MEDIA COST	TOTAL AD IMPRESSIONS
\$42.8K	2.4M
WIN RATE	CPM
7.33%	\$17.73

KPI: VCR **94%** Benchmark N/A · Reporting N/A

SHARE OF PMP SPEND **1.6%**

\$42.8K of \$2.7M across all PMP deals

ADVERTISERS

VERTEX, Vertex, CABENIVA, Dovato, Lilly

This deal has delivered around 45% of its overall spend goal so far. Opening a display and video deal, and extending the end date, would give it room to land.

Eli Lilly CTV

CTV RON TTD + PULSEPOINT

ACTIVATION STRATEGY RON (TTD & Pulsepoint)

TOTAL MEDIA COST	TOTAL AD IMPRESSIONS
\$1.0K	60.2K
WIN RATE	CPM
18.15%	\$16.94

KPI: VCR **91%** Benchmark N/A · Reporting N/A

SHARE OF PMP SPEND **<0.1%**

\$1.0K of \$2.7M across all PMP deals

ADVERTISERS

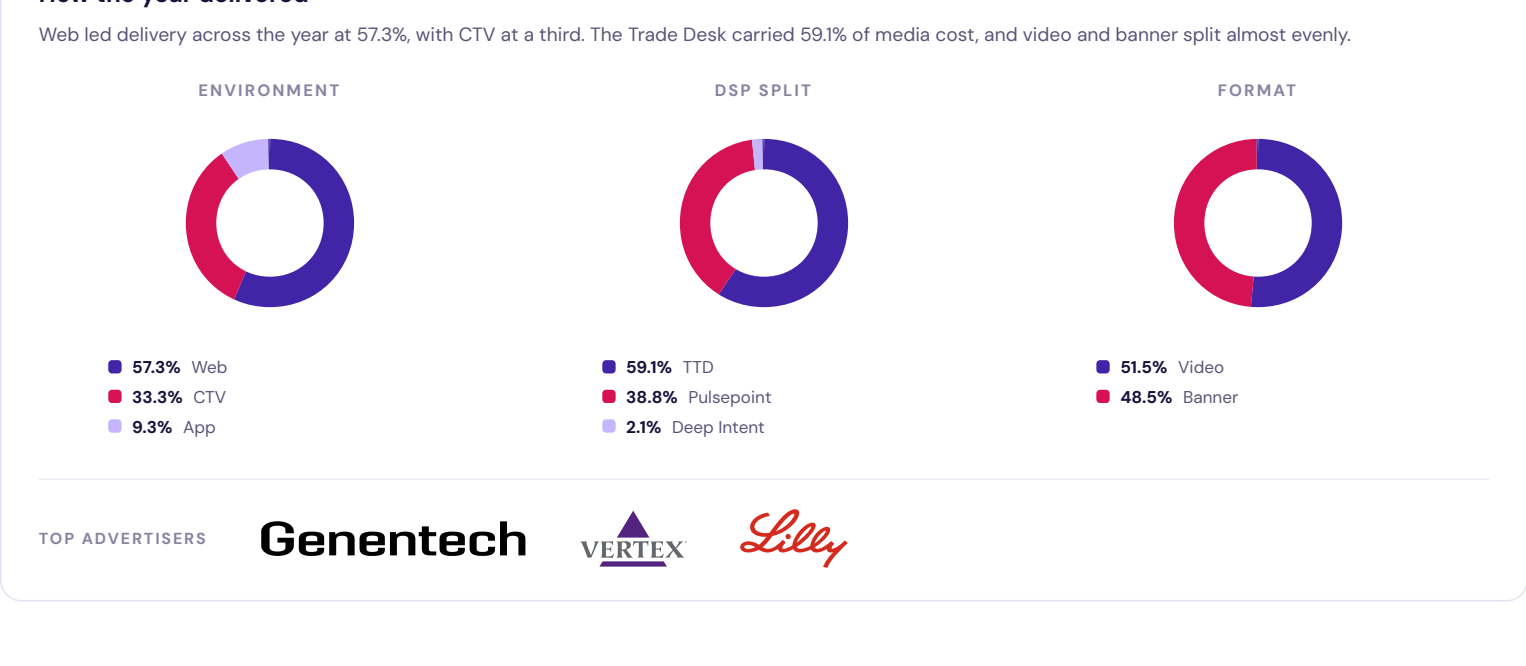
Lilly, mounjaro, Trial Library

HIGHLIGHTS AND REQUIREMENTS

What the year says.

Four readings from the first nine months, plus how delivery split across environment, DSP, and format.

65% PMPs carried the majority of spend PMPs contributed 65% of overall media spend, with mn_CMI_Genentech_ttd_ctv the top-spending deal.	Xolair Top advertiser of the year Xolair led 2026 spend, followed by Ocrevus and Vertex.	5% First tier of the incentive program CMI is still on the first tier and is eligible for 5% cashback.	6% Under-delivery on PMPs Only 6% of overall Deep Intent spend flows through this strategy, leaving headroom to shift budget into PMPs.
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OPEN AUCTION OVERVIEW

Open exchange, and where PMPs can help.

Open Auction contributed \$1.3M at a \$5.41 CPM. The brands below are transacting on the open auction only, across DSPs.

BRANDS SPENDING VIA OPEN AUCTION ONLY	MEDIA COST	PMP ACTIVATION
Spravato (HCP)	\$69.7K	Not yet
Pediarix	\$53.9K	Not yet
Carvykti	\$50.9K	Not yet
Blujepa (HCP)	\$45.3K	Not yet
Journavx (HCP)	\$44.2K	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 ↗

SearchSignals

Health context, at scale

Access billions of monthly page views across health-related content, powered by real-time keyword signals and medical context. A natural fit for reaching HCPs and patients where their intent is already clinical.

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Identity meets intent

Connect who your audience is with what they are searching for, turning insights into lasting impact across every screen. Identity-led targeting that keeps CMI's message aligned to the right patient and prescriber.

ELEVATE

Measure what matters. Maximize what works.

A first-to-market, SSP-enabled measurement and attribution solution for the open web. Elevate fuses exclusive supply-side intelligence and dynamic traffic-shaping with real-time advertiser KPIs, so CMI can see, and steer, exactly what each dollar returns.

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.