



Discover the Power of Signal Dynamic Pricing

Drive higher ad yields by broadcasting the true value of your audience.

2x

yield uplift across supported Prebid bidders

10%

revenue uplift across programmatic revenue





20%

Increase in Prebid value

Benefits

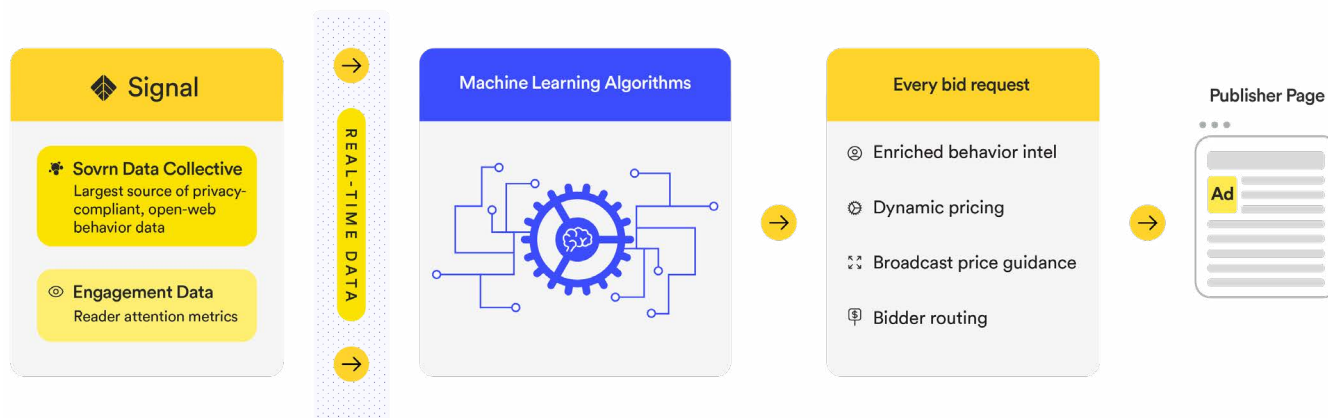
- + Increase ad yield across SSPs
- + Dynamically estimate the best floor price
- + Increased revenue from Prebid
- + Greater yield across all ad units
- + Smooth revenue yield against traffic dips or demand changes

How it Works

-  **Measure** the attributes of all impressions including visit details, viewability and attention, audience segments, and addressability.
-  **Price** each ad using the attributes to predict and set the optimal floor.
-  **Broadcast** the floor price in bid requests to SSPs.
-  **Monetize** by routing requests to buyers most likely to bid at or above the estimated market price.



Decision-Making Intelligence



Try Signal Floors for Free

Install: Add the Signal tag across your site(s).

Pass the Signal: Dynamic flooring will access 95% of traffic

Track: See revenue uplift performance by ad unit in the Sovrn platform and your GAM account

Flat Fee Pricing



Simple, flat fee structure tied to ad impressions

- + Maximize your ROI as your inventory value increases
- + Cancel at any time, for any reason
- + Access to all Signal functionality available today
- + Bundle with Sovrn Ad Exchange for a 0% take rate

Next Steps

Discover how Sovrn Signal delivers a simple, scalable way to maximize the value of your ad inventory so you can reap greater revenue from your audience.

Contact us today at sales@sovrn.com