

# The gift that keeps on giving

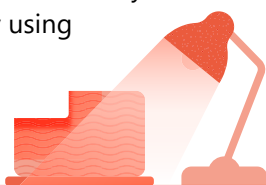
Best practices for publishers to maximize their Q4 revenue with Microsoft Monetize\*

Here are six key actions you can take to boost your earnings with Microsoft Monetize\*:

## 01

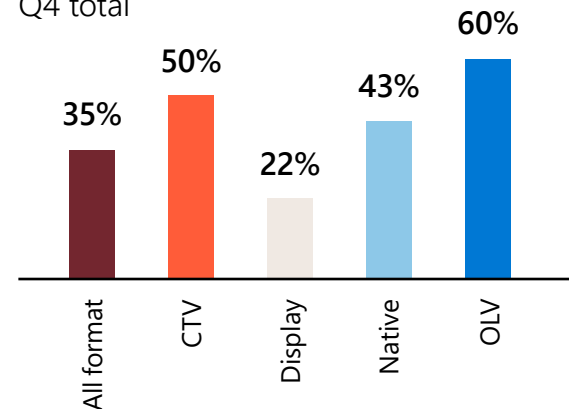
Make sure all your inventory has been added to Microsoft Monetize\*

Don't forget about your CTV, video, or native inventory! Doing so will ensure your inventory has access to the full scope of demand our marketplace has to offer, no matter the format. You can easily integrate your inventory using our SDKs, APIs, or tag-based solutions.



### Buyer spend by format

Q4 total



Source: Microsoft Advertising Internal. Marketplace trending data Q3 '22 vs Q4 '22. Ad spend by format.

\*Powered by Xandr

## 02

Make sure display placements are multi-format enabled to accept native demand

Native ads are a great way to increase your fill rate and CPMs, as they blend seamlessly with your content and provide a better user experience. You can easily enable native demand for your display placements in the Microsoft Monetize UI.

### Increase:

Yield opportunity

Engagement

Boost your revenue



## 03

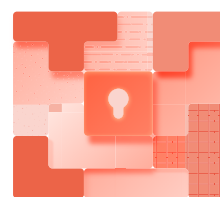
Don't forget to check your block lists

Blocking advertisers or categories can reduce the amount of demand available for your inventory and lower your revenue potential. We recommend reviewing your block lists regularly and only blocking what is absolutely necessary for your brand safety and user satisfaction.

### Help maximize:

Demand for your inventory

Chance for the best possible CPMs



## 04

Opt-into having your inventory curated

Curated deals are a way to showcase your inventory to advertisers who are looking for specific audiences or content. By opting into curation, you can increase your exposure to premium demand and get higher CPMs for your inventory.

### Help grow your revenue

By opening an additional revenue stream that requires no development lift to enable.



## 05

Monitor your performance and optimize your settings

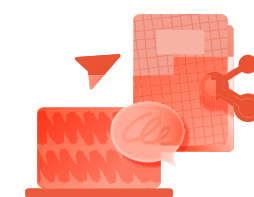
Microsoft Monetize\* provides you with real-time reporting and analytics tools that help you track your revenue, fill rate, CPMs, impressions, and more.

### This will help:

Identify opportunities for improvement

Fine-tune your monetization strategy

Increase your revenue



## 06

Explore new opportunities and innovations

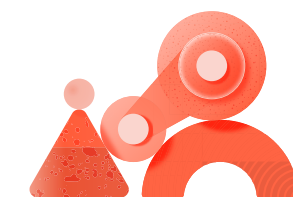
Microsoft Monetize\* is constantly evolving to offer you new ways to monetize your inventory and empower your business. You can explore our latest offerings ad serving, reporting analytics and programmatic revenue and more.

### Increase:

Stay ahead of the market trends

Leverage new technologies

Safeguard your revenue



If you have any questions or need any assistance, please [contact our support team](#) or your account manager. We are always happy to help you succeed with Microsoft Monetize\*!