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October 2026 Review

Media.net × CMI Media Group · October 2026 · PMP and Open Auction

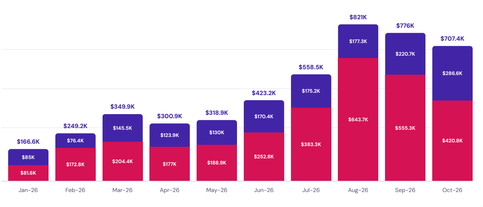
OCTOBER 2026

The month in full.

PMP and Open Auction together accounted for $707.4K in media spend in October, with PMPs carrying 59.5% of it.

TOTAL SPEND	TOTAL AD IMPRESSIONS	WIN RATE	CPM
$707.4K	152.9M	6.95%	$4.63
PMP + Open Auction	Delivered Impressions	Bid win rate, both channels	CPM, both channels

Media spend by month, 2026



$4.67M	59.5%	+29.9%
Media spend, year to date	PMP share of October spend	Open Auction growth, month on month

PMP OVERVIEW

Private marketplace, in detail.

PMPs delivered $420.8K in October at a $4.80 CPM, with spend down 24% on September after the two strongest months of the year.

Private Marketplace		Open Auction	
Total Media Spend	$420.8K	Total Media Spend	$286.6K
Total Ad Impressions	87.7M	Total Ad Impressions	65.2M
CPM	$4.80	CPM	$4.39
Win Rate	6.51%	Win Rate	6.90%
Share of Media Spend	59.5%	Share of Media Spend	40.5%

TOP DEAL IDS	DEAL TYPE	CPM	MEDIA SPEND
mn_CMI_**Genentech_ttd_ctv**	RON	$12.40	$180K
mn_cmi_**endeavour_msg_ttd_ctv**	Endeavour	$17.97	$50.7K
mn_CMI_**ron_ttd_d**	RON	$0.84	$45.2K
mn_CMI_**green_ppt_d**	Scope3	$27.42	$39.9K
mn_CMI_**ron_ttd_v**	RON	$3.76	$38.2K

OPEN AUCTION OVERVIEW

Open exchange, and where PMPs can help.

Open Auction contributed $286.6K at a $4.39 CPM, up 29.9% on September and its strongest month of the year. The brands below are transacting on the open auction only, across DSPs.

BRANDS SPENDING VIA OPEN AUCTION ONLY	MEDIA SPEND	PMP ACTIVATION
Journavx (HCP)	$36.8K	Not yet
J&J MedTech	$14.2K	Not yet
Caplyta (HCP)	$10.9K	Not yet
Enhertu (HCP)	$9.6K	Not yet
GSK Meningitis Vaccines	$8.9K	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

HIGHLIGHTS

Behind the October numbers.

What moved in October, plus how delivery split across environment, DSP, and format, and the properties that carried it.

59.5%
PMPs carried the majority of spend
PMPs contributed 59.5% of October media spend, at a $4.80 CPM against $4.39 on the open auction.

-46%
Genentech CTV deal pulled PMP spend down
mn_CMI_Genentech_ttd_ctv saw a 46% MoM decline in spend, which brought overall PMP spend down by about 24%.

+63%
DeepIntent and PulsePoint grew
DeepIntent grew 63% and PulsePoint 23% month on month, while The Trade Desk declined 26%.

Xolair
Top spending advertiser
Xolair led October spend, followed by Ocrevus and Vertex.

3159
Top seat ID
3159 remains the top seat ID, followed by 562423-2269 and 563293-6547.

3
Endeavour deals awaiting activation
Endeavour deals for Display, OLV and Audio have been shared, with activation pending.

How October delivered

Web led delivery at 55.9%, with CTV taking a third. The Trade Desk accounted for 55.0% of media spend. Banner and video split almost evenly.

ENVIRONMENT



- **55.9%** Web
- **34.5%** CTV
- **9.7%** App

DSP SPLIT



- **55.0%** TTD
- **41.5%** Pulsepoint
- **3.4%** Deep Intent

FORMAT



- **53.5%** Banner
- **46.5%** Video

Top publishers

The five properties carrying the most October delivery, in order of spend.

VIZIO WATCHFREE+ · ScienceDaily · Cleveland Clinic · healthline · ResearchGate

ADDITIONAL OPPORTUNITIES

Three ways to build on 2026.

Media.net products built for precision healthcare buying, matched to where CMI is already winning: connected measurement, health-context supply, and identity that follows the audience across screens.

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.

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