Segment playbooks · Ep 1

Same RPM. Less revenue.

News publishers: AI search, fewer clicks, and what to do about yield.

Swipe →

RediAds blog.rediads.com/learn

THE HOOK

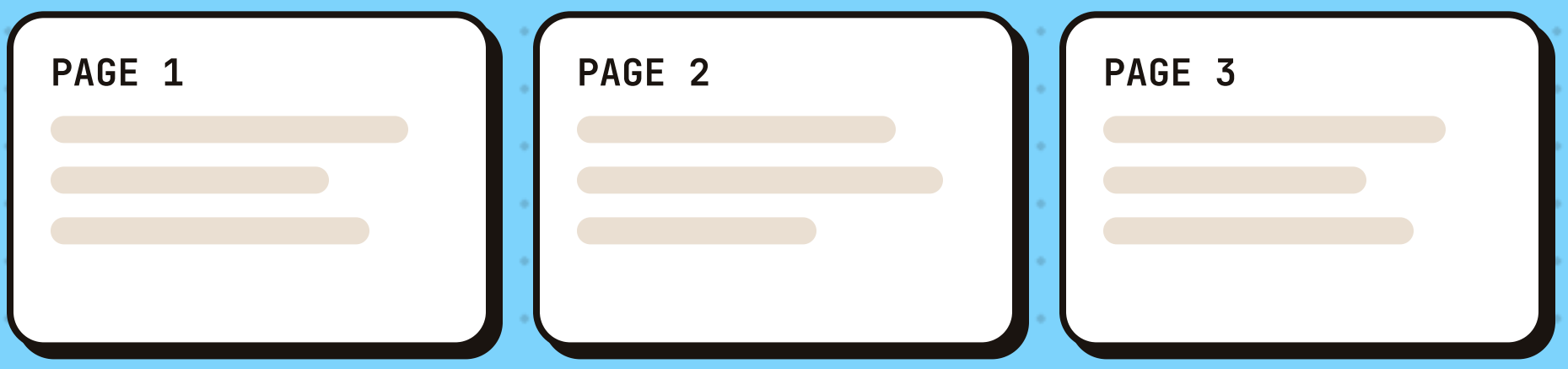
AI summary on top? Clicks nearly halve.

Pew Research tracked 900 US adults in March 2025. Here is what it means for a news site's yield.

The term

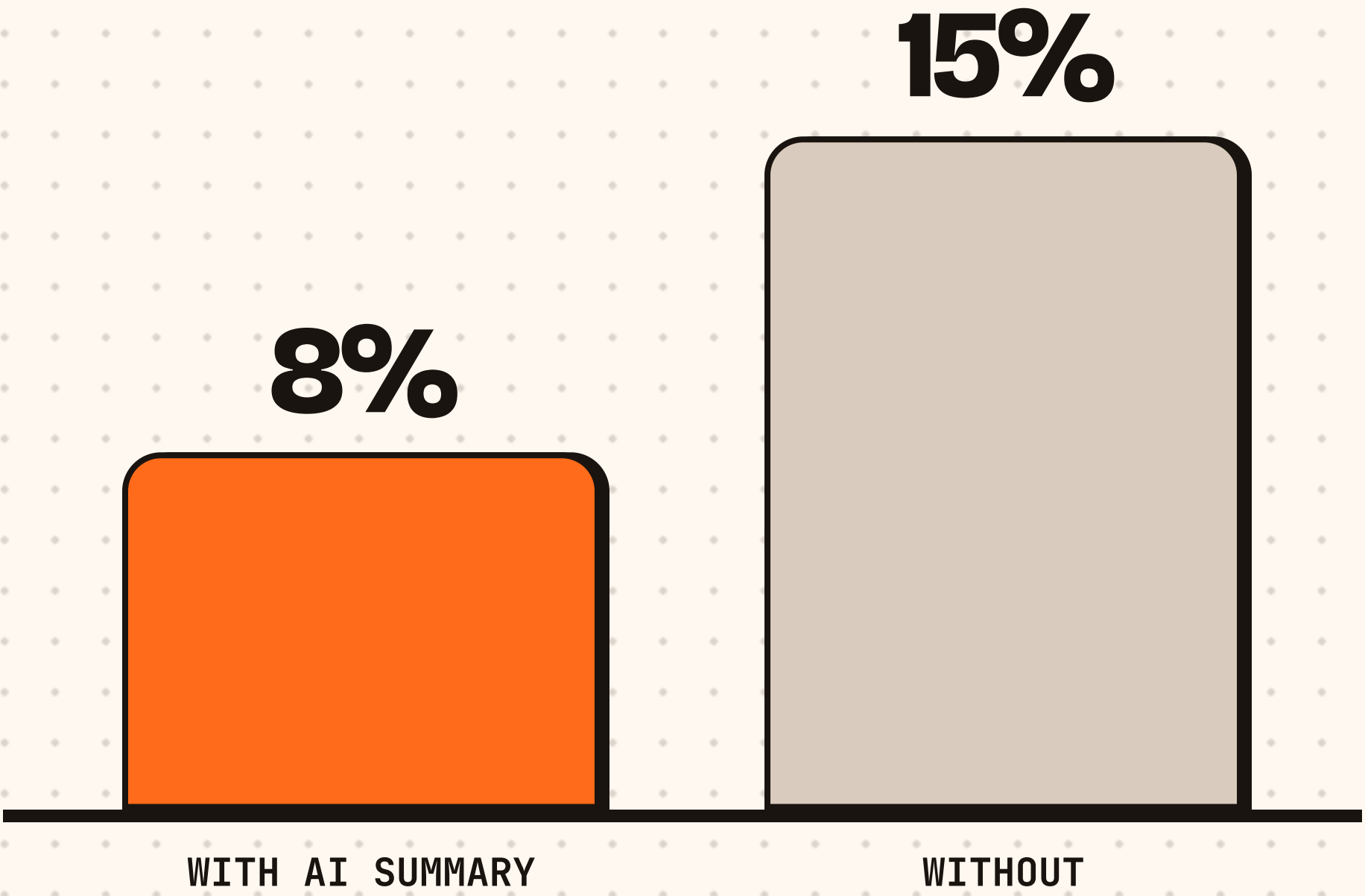
Revenue per session

What one visit earns, across **every page it reads**.



The data

Visits where people clicked a result



PEW RESEARCH · 900 US ADULTS · MARCH 2025

The math · news.example

```
sessions: 1,000,000 / month
pages: 1.5 each
page RPM: $10
```

$15,000

a month. (Illustrative numbers.)

Lose 10% of sessions

~~$15,000~~

$13,500

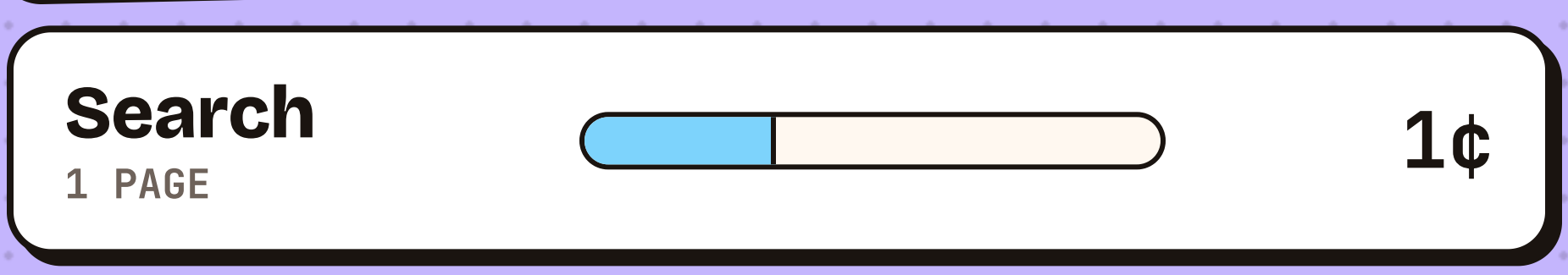
RPM $10 · UNCHANGED

Your RPM didn't move.
Your visits did.

Revenue per session · by source

If a newsletter reader views 3 pages and a search visitor views 1:





Same $10 RPM. That session earns **three times as much**.

Your check today

Revenue per session, by source.

- [x] Direct
- [x] Newsletter
- [x] Search

Then grow the ones that earn most.

Recap

Same RPM. Fewer visits. Watch each session.

NEXT · EP 2

Sports publishers: traffic spikes and live-event yield

Watch the 60-second video at
blog.rediads.com/learn

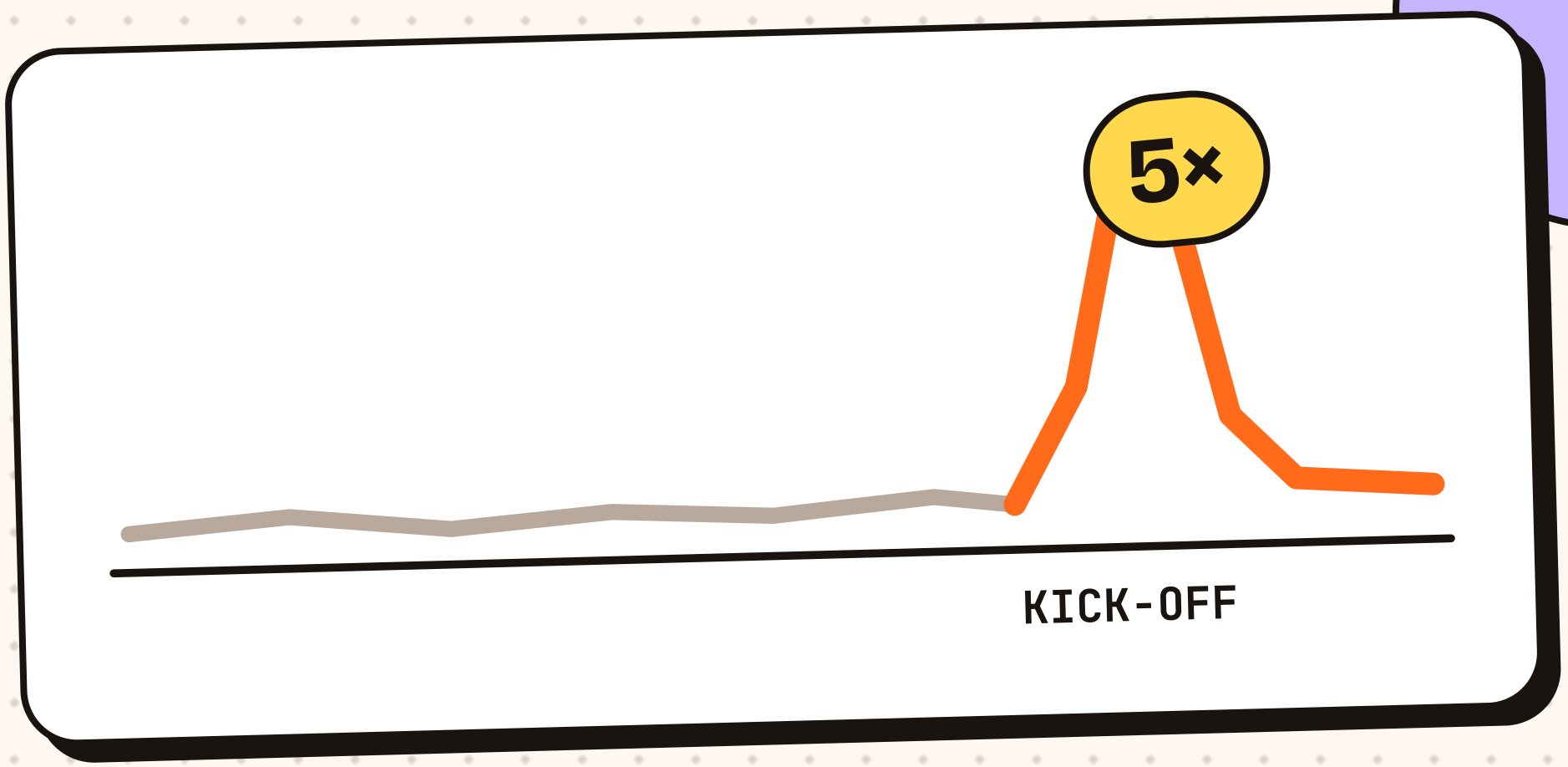
Segment playbooks · Ep 2

Cup final. 5× traffic. Same price?

A playbook for sports publishers: sell the spike, not the average day.

Swipe →

LIVE BLOG TRAFFIC · ILLUSTRATIVE



Five times the traffic. Sold at an ordinary price.

The term

Sponsorship line item

Books a **share** of matching impressions, not a fixed count.

In Ad Manager, its goal is **a percentage**.

Step 1 · The spike

The live blog slot on sports.example, in impressions.



Illustrative numbers

Step 2 · The cap

A standard line item booked for 100k takes its share and stops.

1

Standard line item

Goal 100k, then stops

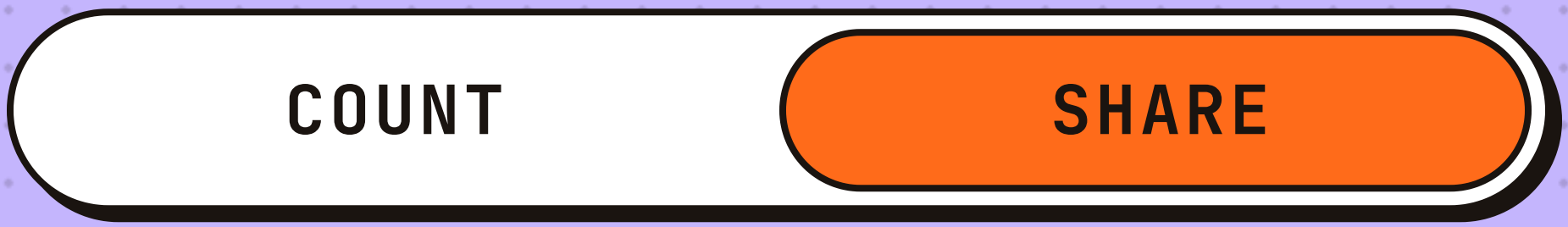
2

Open auction

The other 400k, say at $1.50 CPM

Step 3 · Sell a share

Sell a sponsor 100% of the slot on match nights, at a $6 CPM.



The ad follows the crowd: all 500k serve at the agreed price.

Agree matches + price before kick-off

Your check today

Before your next big match:

Is each live-page line item's goal a count, or a share?

- [x] Find line items on live pages
- [x] Price match nights in advance

Recap

Sell the moment, not the average day.

1 Spike

2 Cap

3 Share

NEXT · EP 3

Finance publishers: high CPMs and strict brand safety

Watch the 60-second video at
blog.rediads.com/learn

RediAds Follow for Ep 3

Segment playbooks · Ep 3

Same reader. Scarier headline. Fewer bids.

A playbook for finance publishers on crash-day news.

Swipe →

RediAds blog.rediads.com/learn

MYTH

Finance pages earn high CPMs ~~every day.~~

Not when the headline says **crash**.

The term

Keyword blocklist

A list of words a buyer **won't** **advertise** next to.

× crash

× recession

Step 1 · Why CPMs run high

These buyers pay a lot to win one customer.

B Banks

B Brokers

C Card issuers

Step 2 · Crash day

money.example

Stocks crash as recession fears grow

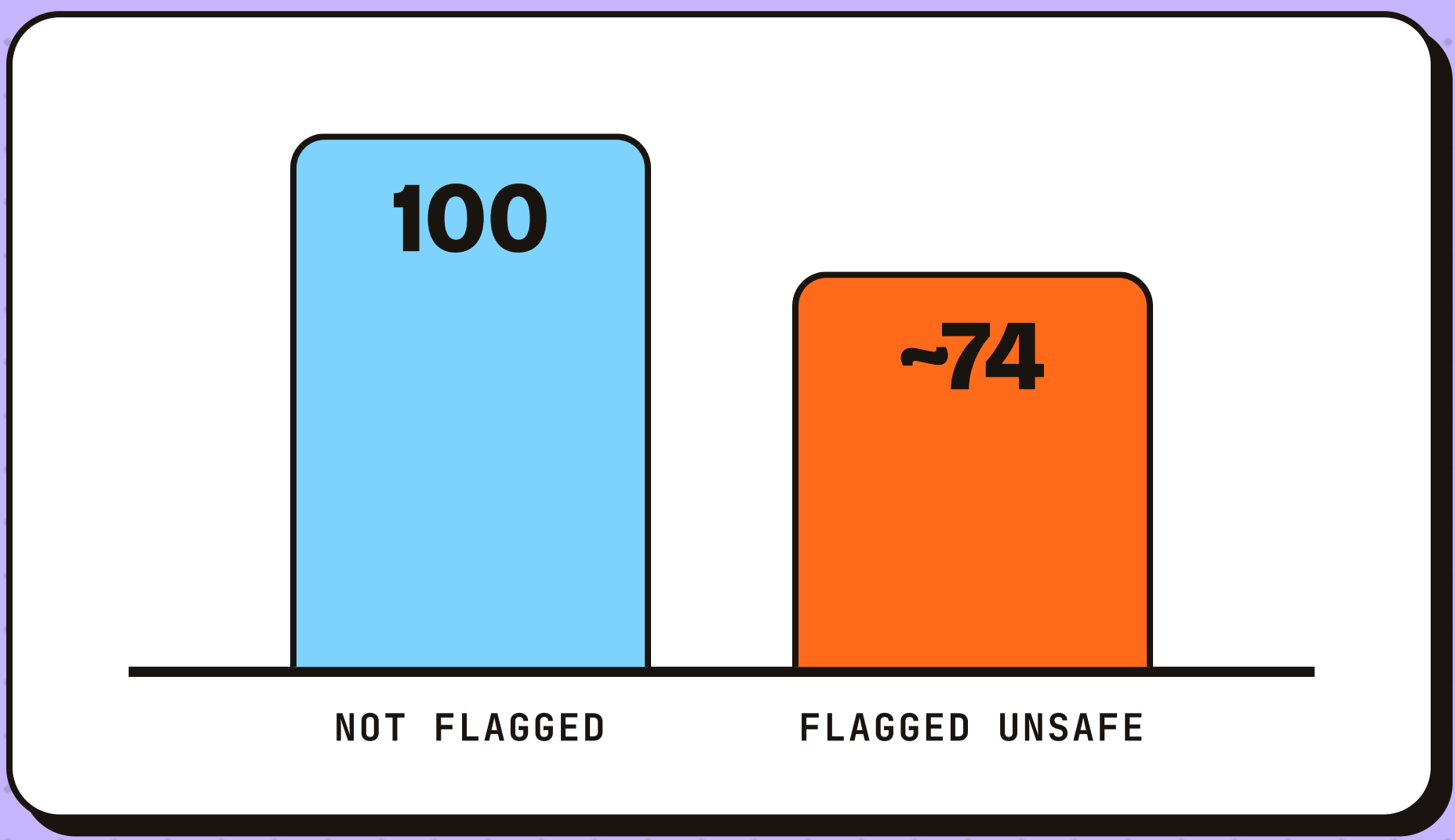
B1	B2	~~B3~~	B4	~~B5~~
B6	B7	~~B8~~	~~B9~~	B10

10 bidders, 4 blocked. With 6 left, the winning price drops.

Illustrative

Step 3 · The cost

Flagged unsafe: CPMs about a quarter lower.



The Guardian, via Digiday (2023). One publisher's own figure.

Your check today

Crash day vs a normal day.

Compare bid rate and CPM on crash-day articles.

- [x] Pick 5 crash-day articles
- [x] If it dips, offer a market-news deal

Recap

Sell context, not single words.

1 High value

2 Blocklists

3 Fewer bids

4 Context deal

NEXT · EP 4

Web gaming: rewarded and interstitial ads on the web

Watch the 60-second video at
blog.rediads.com/learn

RediAds Follow for Ep 4

Segment playbooks · Ep 4

What if players asked to see the ad?

Rewarded ads on web games, in one flow.

Swipe →

RediAds blog.rediads.com/learn

GAME.EXAMPLE · LEVEL 7

GAME OVER



Your game asks. The player chooses.

The term

Two full-screen formats

INTERSTITIAL

Appears between pages

REWARDED

Players choose it, for a reward

Ad Manager supports rewarded on **desktop, mobile and tablet web.**

Step 1 · Ask

The player loses. The Google Publisher Tag requests a **rewarded ad**.

1 **Request**
GPT asks for a rewarded slot

2 **Slot ready**
An event fires

3 **Your prompt**
Watch for an extra life?

Step 2 · Reward

The player taps yes. When the ad completes, reward granted.

4 **Ad plays**
Full screen

5 **Reward granted**
A second event fires

6 **Play on**
Your code adds the life

+1 LIFE

Step 3 · Two rules

The player must choose to watch.

- ✓ Player opts in
- ✓ Reward: an in-game item
- ✗ No cash, crypto or gift cards

Your check today

Rewarded never fills?



This rule can block rewarded video too.
Check your protections.

Recap

Let players choose the ad.

1 Request

2 Ready

3 Prompt

4 Play

5 Granted

NEXT · EP 5

CTV publishers: from one app to many buyers

Watch the 60-second video at
blog.rediads.com/learn

Segment playbooks · Ep 5

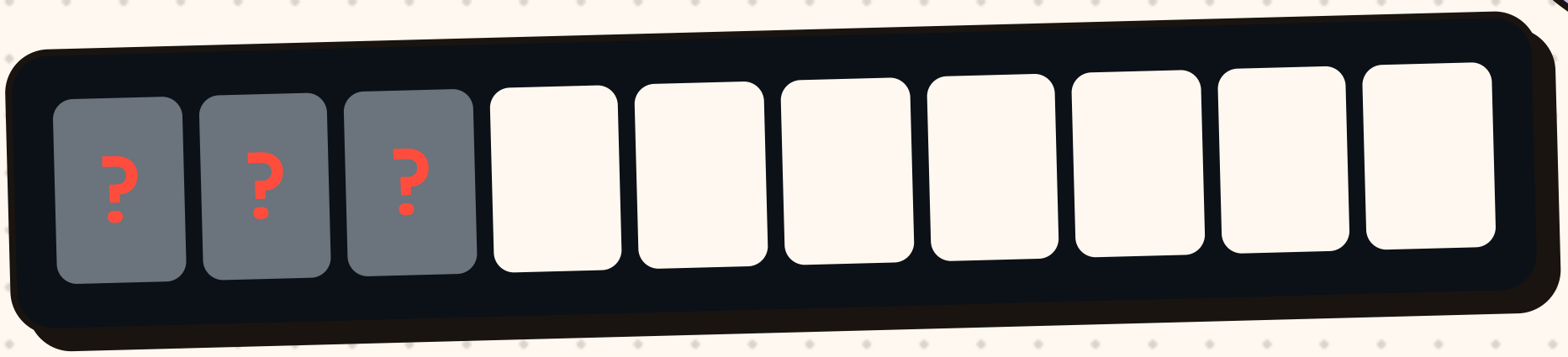
Ad breaks buyers can't verify.

CTV publishers: from one app to many buyers.

Swipe →

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THE MISTAKE



Your TV platform sells breaks buyers can't verify.

Strict buyers skip them.

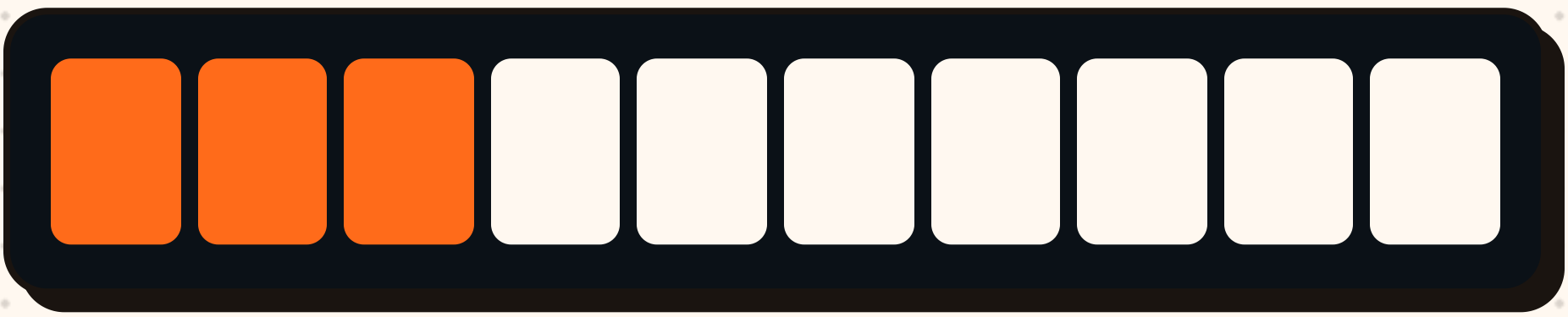
The term

Inventory sharing

Another company, often your **TV platform**, sells part of your ad time.

Step 1 · The split

ctv.example, a free streaming app: its TV platform sells 3 of 10 ad slots.



Platform · 3

Your SSPs · 7

Your SSPs are listed in your app-ads.txt. Illustrative split.

Step 2 · The buyer's check

P **TV platform**
Its own seller account

↓

D **Buyer's DSP**
Checks your file

↓

NOT LISTED

× `ctv.example/app-ads.txt`

Seller not listed = unauthorized.

Step 3 · The fix

Add one line.

```
# ctv.example/app-ads.txt
ssp.example, 12345, DIRECT
inventorypartnerdomain=tvplatform.example
```

The ad request passes it too, so buyers check **the platform's ads.txt**. Some DSPs don't read it yet: keep your reseller lines.

Your check today

List every company selling your breaks.

- [x] Your SSPs
- [x] Platform partner
- [x] Any reseller

Each one: an app-ads.txt line or a partner declaration.

Recap

Every seller of your break, declared.

1 Split

2 Check

3 Declare

NEXT · EP 6

App developers: from AdMob alone to in-app bidding

Watch the 60-second video at
blog.rediads.com/learn

Segment playbooks · Ep 6

Don't make the best bid wait in line.

App developers: from AdMob alone to in-app bidding.

Swipe →

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ADMOB BIDDING PARTNERS

20+

LISTED BY ADMOB

Is your app using **any**?

The term

In-app bidding

Ad networks bid on each impression **at once**, not in line.

Step 1 · The waterfall

app.example calls networks in order of average eCPM.

Fills at $8

1 **Network A**
avg $8

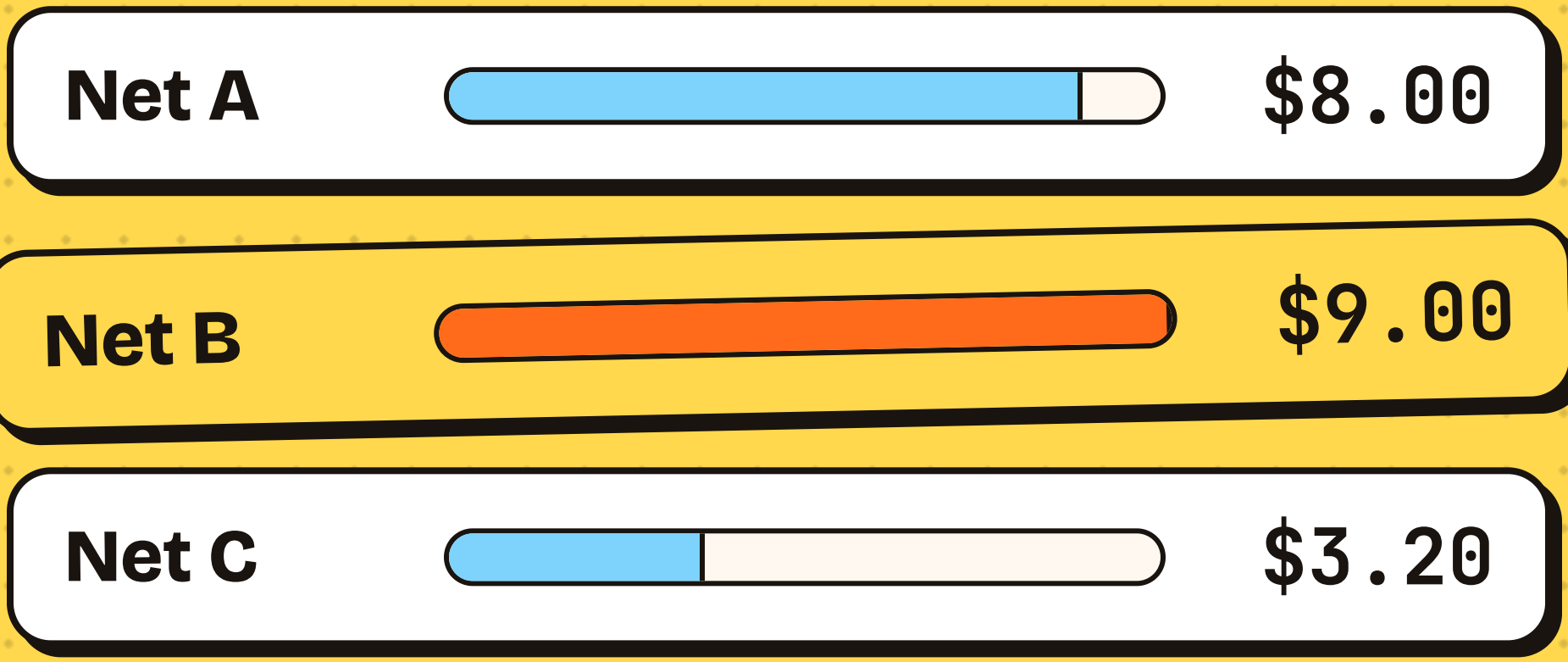
2 **Network B**
avg $5

3 **Network C**
avg $3

B would pay $9 for this player. B never gets asked.

Step 2 · Bidding

All bid in parallel on the same impression.



B bids $9 and wins

Step 3 · Sorted by price

AdMob slots the winning bid into the waterfall **by price**.

1	**Network B**	BID	$9
2	**Network A**		$8
3	**Network C**		$3

Since July 2025: bidding floors **per mediation group**.

Your check today

Open your mediation group.

- [x] Count bidding sources
- [x] Count waterfall sources
- [x] Check each partner is in app-ads.txt

Recap

Let every network price the impression.

1 Waterfall

2 Bidding

3 By price

NEW TO AD TECH? · NEXT SERIES

Start with AdTech 101

Watch the 60-second video at
blog.rediads.com/learn