Discover the common models you and your agency can use to make money with your programmatic advertising efforts.

**Percentage of Media**

Take a cut of the media budget for managing the campaign

- **Pros**
  - Flexible and transparent
  - Revenue upside with large budgets

- **Cons**
  - Campaign expectations based off net budget, not gross
  - Spend is projected

**Fixed CPM**

Sell at a fixed CPM higher than what’s actually achieved to collect the difference in margin

- **Pros**
  - New clients = more comfortable
  - Fixed CPMs can provide higher margins = higher profits for you

- **Cons**
  - Variable CPM is an estimate of potential that’s relative to the sold
  - May be expensive/not transparent
  - Builds an artificial price barrier

**Hourly Rate**

Sell a scope of work with a set amount of hours at a set hourly rate

- **Pros**
  - Transparent
  - Usually the cheapest option

- **Cons**
  - Easy to spend too much time on a campaign
  - Limits amount of revenue from bigger budget