

Signal Dynamic Pricing

Are you leaving money on the table by not capturing — and driving revenue from — your valuable audiences?

With Signal, you can increase yields for every ad unit across all your programmatic channels — and with nearly every SSP in your stack.

Maximize your ad revenue with Sovrn Signal.

[Free trial](#)

SOVRN CASE STUDY

mumsnet
by parents for parents

Mumsnet Increases Revenue by 10%

Find out how this UK parenting website optimized their Q4 2023 yield with Sovrn Signal.

[Read case study →](#)

2x
Yield uplift across supported Prebid bidders

10%
Revenue uplift across open market

SOVRN CASE STUDY

DAILY VOICE

Daily Voice Sees 20% Average Revenue Uplift

Discover how Signal helped this hyperlocal digital news outlet monetize the true value of its engaged audiences.

[Read case study →](#)

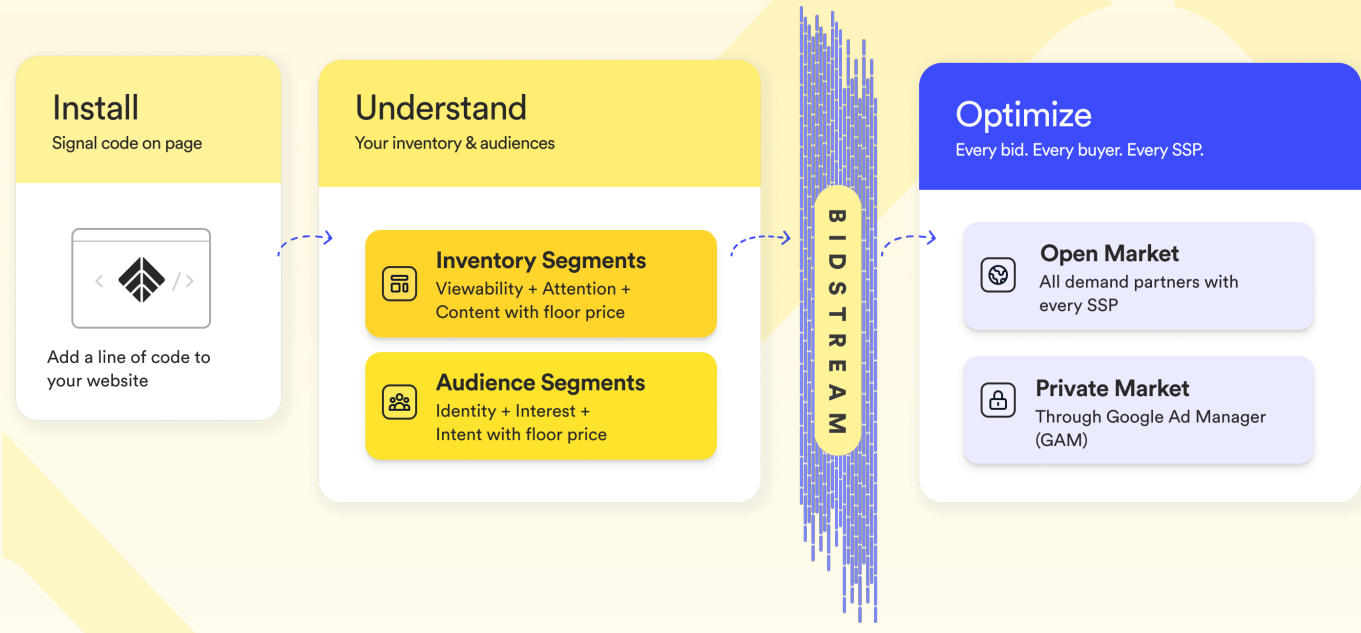
TESTIMONIAL

mumsnet
by parents for parents

"In a future cookieless world, we knew our advertising strategy had to evolve beyond static pricing. With Signal's dynamic pricing floor technology we can enrich every ad with data and broadcast the true value of our audiences, ensuring that every impression increases our programmatic yield across all channels."

— Nino Stylianou
Head of Programmatic Yield, Mumsnet

Maximize the Value of Every Ad



Free Trial

Interested? Let Sovrn prove to you the value of Signal. We're confident you'll see higher revenues and improved yield in just three weeks.

Like what you see? You'll get a flat fee structure tied to CPM ad impressions to maximize ROI as your inventory value increases.

[Sign up](#)

0% Take Rate

BUNDLE: Signal + Ad Exchange

- Keep all of your Exchange revenue
- Efficient, direct-to-demand supply path that delivers more spend
- More competitive auctions that deliver greater yield per ad unit
- More buyer bids per ad
- Higher win rate