ADNIMATION

January Slump? Or Revenue Bump?

How Adnimation Clients Beat The Odds During Traditionally Low Sales

For digital publishers, the start of the year usually signals a familiar downturn. Post-holiday budgets reset, demand softens, CPMs dip, and ad revenue predictably falls off a cliff.

It's an industry-wide expectation: Plan for less, optimize defensively, and wait it out. But while the broader market saw a seasonal slowdown, Adnimation clients experienced the opposite.

Instead of riding the dip, they captured incremental demand, protected CPMs, and unlocked new revenue that would have otherwise been lost.

By replacing static monetization tactics with AI-driven optimization across floors, demand paths, and auction dynamics, Adnimation helped publishers turn a traditionally weak period into a measurable revenue win.

Summary:

- January is typically a soft month for publishers, with lower demand and downward pressure on revenue and RPM coming out of Q4.

- Despite this seasonal slump, Adnimation clients saw a strong rebound, with revenue and RPM climbing steadily and peaking toward the end of the month.

- Adnimation turned early softness into momentum, capturing more value from each impression and driving a clear end-of-month revenue lift.

ML-Dynamic Price Flooring Means Less Spikes and More Growth.

For this Adnimation client, January 2026 materially outperformed January 2025 in both revenue and RPM, with stronger consistency, higher late-month momentum, and sustained RPM lift above benchmark levels. The data shows not just higher totals, but healthier monetization mechanics.

Performance Analysis

- **Higher daily revenue floor** in January 2026, with fewer dips and reduced volatility.

- **Stronger back-half performance**, as late January 2026 shows clear acceleration and multiple peak days.

- **More consistent revenue bands**, indicating tighter clustering at higher levels versus the wider swings seen in January 2025.

- **Improved alignment between pricing and demand**, resulting in less revenue leakage during mid-month softness.

- **More responsive monetization strategy**, adapting to intra-month demand shifts rather than lagging behind them.
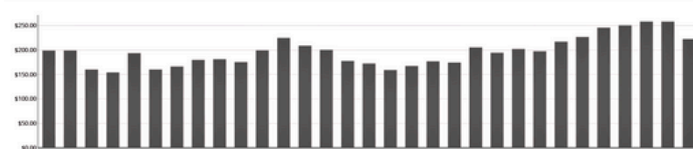
YOY Ad Revenue

Before and After ML-Dynamic Price Flooring

2025

2026

Healthy Monetization Metrics Outperforms Client Expectations

For this Adnimation client, pricing adapts as demand strengthens, RPM gains compound over time, and revenue remains resilient without excessive volatility. This profile is consistent with a publisher that has moved beyond static floors and is capturing more of buyers' true willingness to pay as the market tightens later in the month.

Performance Analysis

- **Revenue remains strong and stable across January**, with daily totals consistently landing in a high range and multiple peak days exceeding the month's baseline.

- **There are no prolonged drop-offs**, which suggests healthy demand coverage and solid fill even during softer periods.

- **RPM trends upward over the course of the month**, starting lower in early January (seasonally expected) and steadily climbing through mid- and late January. By the final week, RPM reaches its highest levels of the month, indicating improved pricing efficiency rather than traffic-driven gains.

Revenue

RPM

- **Sustained separation from benchmark RPM is maintained throughout the period.** Even during minor mid-month softness, RPM does not collapse toward benchmark levels, signaling protection against bid shading and underpriced impressions.

- **Late-month compounding effect is evident, where higher RPM aligns with strong revenue days.** This indicates that revenue growth is being driven by better yield per impression, not just volume — a sign of mature pricing and demand alignment.
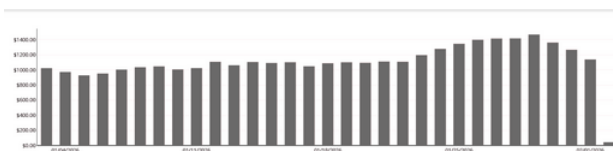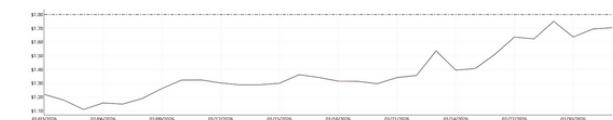
Significant Revenue and RPM Gains At Month-End

This publisher showed a strong upward performance trend throughout the month, culminating in a revenue climb by the end of January. After a steady start, revenue and RPM both accelerated in the second half of the month, with peak days reaching the highest levels observed during the period.

Performance Analysis

- **Revenue trends upward across the month**, with a clear peaks in the second half of January and steady growth in the end of the month, indicating strengthening demand rather than short-lived spikes.

- **RPM shows steady, sustained growth**, rising from early-month levels and accelerating through late January, ultimately reaching the highest RPMs observed during the timeframe.

- **Consistent outperformance over benchmark RPM**, with the line remaining above benchmark throughout the month and widening the gap in the final week, signaling stronger pricing power and reduced bid shading.

- **Late-month compounding effect**, where higher RPM aligns with higher revenue days, demonstrating that revenue gains are driven by improved yield per impression, not just impression volume.

- Overall monetization health is strong, reflecting **pricing strategies that adapt effectively to demand shifts** and capture incremental value as buyer competition increases toward month-end.

Revenue
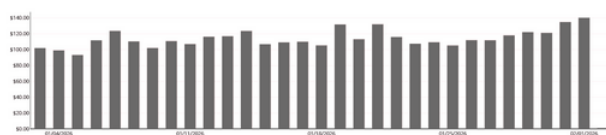
RPM
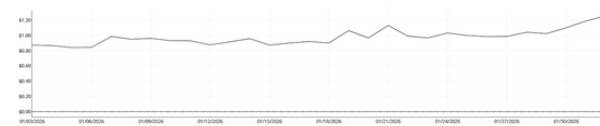
January Doesn't Have To Be A Slump Anymore.

Rather than accepting seasonal dips or static pricing limitations, Adnimation's optimization approach adapts to real-time demand signals—allowing RPM to recover faster, pricing to strengthen, and revenue to compound as buyer competition increases.

The result is not a temporary spike, but a sustained late-month lift that captures value other strategies leave on the table. In short, Adnimation doesn't just smooth out volatility—it actively turns underperformance into momentum and predictable revenue gains.

5B+
Monthly Ad Impressions

2500+
Partnering Websites

$100M+
Paid To Creators

up to
200%
Ad Revenue Increase

Ready To Bump Up Your Early-Year Ad Revenue?

Reach out to Adnimation today. Whether you want a few quick wins now or a long-term monetization strategy, we'll show you how we can help you turn low sales periods into major opportunity.

About Adnimation

Adnimation is the leading ad monetization platform dedicated exclusively to publishers, with a proven track record of driving significant revenue growth without compromising user experience. By combining cutting-edge technology with expert support, Adnimation empowers publishers to unlock their full earning potential. Learn more at adnimation.com.