

# Traffic Monetization Trends in 2026

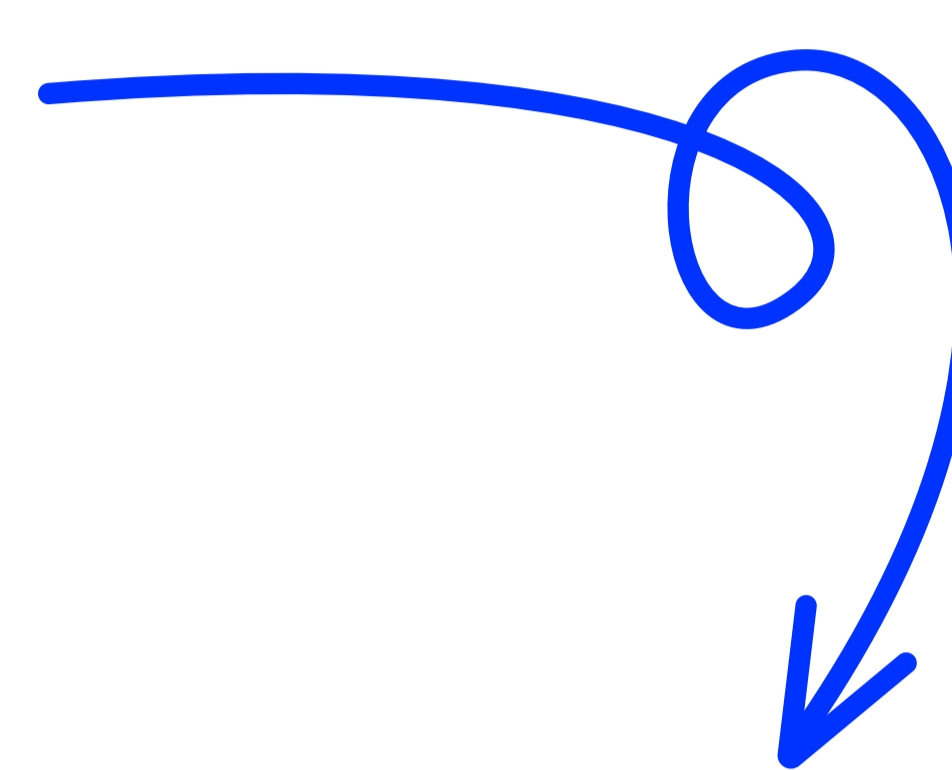
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5 changes impacting revenue

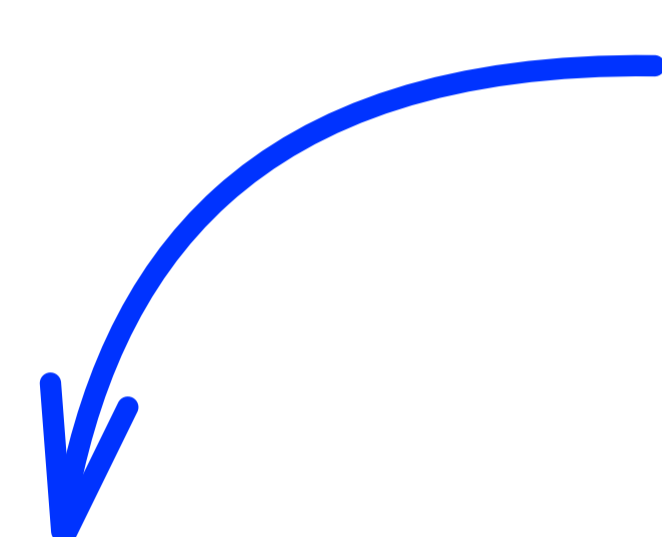
A guide for publishers who don't  
want to depend on CPM rates

# Traffic monetization has changed

**CPM** used to be the main metric



Today, it's not enough anymore



Traffic has become global and fragmented

Competition for high-quality inventory is growing



Monetization is no longer just about bids

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## What does this mean in practice?

In this guide — **5 changes** that impact your revenue in 2026

# Trend 1

## Transparency = the new standard of monetization

In traffic monetization, results are not the same. The same traffic can generate different revenue — it all depends on GEO and placement

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The gap between markets can reach **19x** — from \$0.16 to \$3.09 CPM in popunder

! Without GEO and placement breakdowns,  
• you can't see where revenue is lost

### What matters now

- ① fast data updates
- ② GEO and placement-level breakdowns
- ③ easy analysis



Transparency gives you control over monetization

# Trend 2

## Global traffic requires global monetization

Traffic has become global and shifted towards **developing GEOs**

57% of impressions — **Tier-2** countries

India

Indonesia

Philippines

Brazil

Mexico

At the same time, traffic cost varies significantly

India — ~\$0.16

Egypt — ~\$0.67

USA — ~\$1.52

Ukraine — ~\$3.09

Even countries with relatively low CPM can generate a significant share of revenue due to traffic volume

**! Ignored GEOs = under-monetized traffic**

### What matters now

- ① monetization of Tier-2 and Tier-3 GEOs
- ② demand across different markets
- ③ revenue stability



Monetizing across different GEOs is becoming a key advantage

# Trend 3

## Popunder remains a scalable format

Even with new formats emerging, popunder remains highly scalable

Impression volume continues to grow

**+30%** in the last 6 months

**3B+** impressions per month

Impression growth confirms stable advertiser demand

The format does not depend on a subscriber base and allows monetizing almost all incoming traffic

### What matters now

- 1 stability of advertiser demand
- 2 ability to scale traffic
- 3 performance across different GEOs

★ **Scale drives revenue**

# Trend 4

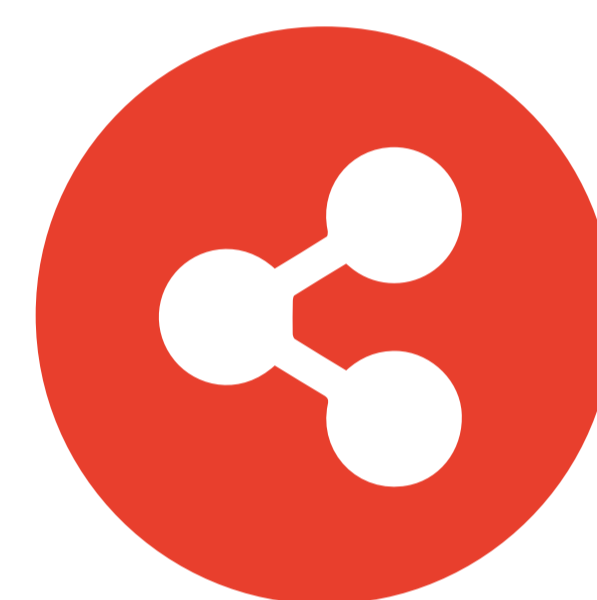
## Format diversification drives revenue

More publishers are using multiple ad formats instead of just one

According to Kadam's internal data

**2.6x** higher revenue with two formats

Revenue grows without increasing traffic because



reach across multiple audience segments



more monetization touchpoints

### What matters now

- 1 ability to combine formats
- 2 flexibility in setup
- 3 choosing formats for different traffic types

★ More formats = higher RPM

# Trend 5

## Stable demand is a key factor

The industry continues to see steady growth in the number of advertisers



At Kadam, growth is steady with no sharp drops, increasing competition for inventory

### Why this matters

A stable number of advertisers = predictable inventory demand

Higher fill rate → more traffic is bought → higher revenue

### What to focus on

- ① number of active advertisers
- ② demand stability across GEOs
- ③ fill rate (share of monetized traffic)



Stable demand drives predictable revenue

# Checklist: How to Choose an Ad Network

Does the data update every **10 minutes** or faster

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Is there coverage across **185+ countries**

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Are **3+ ad formats available** in a single dashboard

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Does the platform handle **1B+ impressions per month**

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Are **400+ active advertisers** each month

# Monetization is no longer about a single metric

It's the combination of these factors that matters

- ✓ transparent data and stats
- ✓ ability to monetize global traffic
- ✓ scalability of ad formats
- ✓ use of multiple formats
- ✓ stable advertiser demand



**Revenue depends on a structured approach to monetization**

# Looking for a partner to monetize your traffic?

Kadam helps you build a monetization system and scale your revenue

**240+** countries  
global reach

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**3B+** impressions per month  
stable demand

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**10+** years in the market  
proven expertise

Start monetizing  
and scale your revenue

**START MONETIZING**