

CPM Priority Sorting

Adhese determines share via priority. The end date of a booking also increases priority: the earlier the end date, the higher the priority and the larger the share. Two bookings with the same priority setting, but with different end dates will result in the booking with the earlier end date receiving a larger share.

The same share advantage for the booking end date applies when two bookings have different CPM values. Depending on your business case, this may be undesirable, as the booking with the earliest end date and the lowest CPM receives a greater share than a competing booking with a later end date and a higher CPM.

Adhese has an account configuration that can alter the Publish logic to prioritise bookings with a higher CPM instead of bookings with an earlier end date. In the event of two bookings with different end dates and CPM values, the booking with the higher CPM will receive a larger share.

This setting can be enabled for one priority level across the entire account. This means that the other priority levels will still be sorted by end date.

To enable CPM Priority Sorting, please [contact Support](#).

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