

# AdRoll CPM Trends

Legend:

- Low
- Medium
- Medium-High
- High

## January

		1	2	3	4	5		
6	7	8	9	10	11	12		
13	14	15	16	17	18	19		
20	21	22	23	24	25	26		
27	28	29	30	31				

## February

						1	2	
	3	4	5	6	7	8	9	
10	11	12	13	14	15	16		
17	18	19	20	21	22	23		
24	25	26	27	28				

## March

							1	2
	3	4	5	6	7	8	9	
10	11	12	13	14	15	16		
17	18	19	20	21	22	23		
24	25	26	27	28	29	30		
31								

**Tip:** Take some time at the beginning of the year to review last year's data, look at your top audiences, and plan your strategy for the next year.

## April

		1	2	3	4	5	6	
7	8	9	10	11	12	13		
14	15	16	17	18	19	20		
21	22	23	24	25	26	27		
28	29	30						

## May

			1	2	3	4		
	5	6	7	8	9	10	11	
12	13	14	15	16	17	18		
19	20	21	22	23	24	25		
26	27	28	29	30	31			

## June

								1
	2	3	4	5	6	7	8	
9	10	11	12	13	14	15		
16	17	18	19	20	21	22		
23	24	25	26	27	28	29		
30								

## July

		1	2	3	4	5	6	
7	8	9	10	11	12	13		
14	15	16	17	18	19	20		
21	22	23	24	25	26	27		
28	29	30	31					

## August

					1	2	3	
	4	5	6	7	8	9	10	
11	12	13	14	15	16	17		
18	19	20	21	22	23	24		
25	26	27	28	29	30	31		

## September

	1	2	3	4	5	6	7	
8	9	10	11	12	13	14		
15	16	17	18	19	20	21		
22	23	24	25	26	27	28		
29	30							

**Tip:** Spend the inexpensive summer months running brand awareness campaigns to drive new site traffic, increase your email subscribers and boost your retargeting lists.

## October

			1	2	3	4	5	
6	7	8	9	10	11	12		
13	14	15	16	17	18	19		
20	21	22	23	24	25	26		
27	28	29	30	31				

## November

							1	2
	3	4	5	6	7	8	9	
10	11	12	13	14	15	16		
17	18	19	20	21	22	23		
24	25	26	27	28	29	30		

## December

	1	2	3	4	5	6	7	
8	9	10	11	12	13	14		
15	16	17	18	19	20	21		
22	23	24	25	26	27	28		
29	30	31						

**Tip:** Holiday shoppers are easily distracted. Add cart and browse abandonment strategies like triggered emails and personalized retargeting ads.