

# What Is AMPScore?

## adMarketplace's Media Value Measurement Differentiator

AMPScore is adMarketplace's proprietary performance evaluation framework, empowering advertisers and publishers with actionable insights. This dynamic scoring system consolidates key metrics — representing efficiency, value, and incremental impact — into a single, indexed score ranging from 0 to 100. AMPScore simplifies complex data, enabling stakeholders to benchmark performance, identify opportunities, and make informed decisions.

### Key Features



#### Actionable

Highlight high & low performing placements and advertisers to guide strategies.



#### Transparent

Scores are indexed for clear internal comparability.



#### Comparative

Group similar entities across the measurement ecosystem for contextual insights.



#### Scalable

Adaptable across datasets, verticals, timeframes, and business objectives.