

SMART ADSERVER DRIVES +24% PROGRAMMATIC REVENUE GROWTH FOR A US PUBLISHER WITH PREBID FOR VIDEO

- + +24% revenue overall, including +176% for instream video
- + +207% bids on video

CONTEXT

The US Publisher is the world's top destination for Spanish language reference and learning materials for millions of students every year.

CHALLENGE

This US publisher was the first adopter of Smart's prebid for video offering. Instream video revenue had been stagnant, even as volume increased, resulting in an important segment of revenue for the client which was losing efficiency. Smart was tasked with improving performance for instream video on this premium inventory through new demand channels.

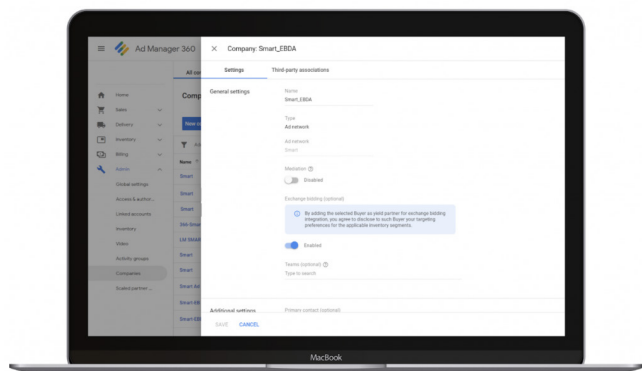
SOLUTION

Smart AdServer developed a solution to integrate instream video into the prebid wrapper, which had previously only been compatible with display formats.

Smart's technical experts assisted with seamless integration and a smooth transition of inventory from tag-based to prebid.

RESULTS

- +24%** revenue overall, including **+176%** for instream video
- +55%** RPMA for video
- +207%** bids on video
- +6%** eCPM for video



Within a week of enabling SmartAdServer in our Prebid video auctions, we saw revenue from the partnership increase by 65%! The integration has brought significant added value to our instream inventory and, thanks to a seamless and error-free rollout, required minimal effort from our engineering and product teams.



About Smart

Smart is the leading independent ad monetization platform built for premium publishers to serve demanding buyers. Our fully transparent platform and shared-interest business approach enables premium publishers and brands to get their fair share of ad value at every opportunity, on their terms. Publishers can act with certainty and have the control of all the variables for the right blend of transaction models, channels and formats while activating the right audience data for value path optimization. Smart works directly with more than 1,000 publishers worldwide including Groupe Marie Claire, TracFone, Le Figaro, Leboncoin, Altice Media Publicité, and IMGUR to deliver display, video, native, and rich-media ads to over 50,000 sites and apps. Smart is ranked on the Deloitte Technology Fast 500 EMEA and in the Financial Times' FT 1000: Europe's Fastest Growing Companies. Smart operates 12 offices worldwide and leads the charge in building a transparent ecosystem based on quality. Smart is a "GDPR ready" company as certified by independent data protection specialist, ePrivacy GmbH.

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