

# Smart supports TronTV to improve the monetization of its video inventory

- + Optimizable ratio **12,5%**
- + **+33%** Delivery rate uplift

## CONTEXT

TronTV is an innovative and rapidly growing video streaming service with over 85 million monthly viewers. TronTV today introduced its global video content licensing partnership with global video aggregator and distributor VideoElephant. TronTV is available now on both mobile and desktop web platforms.



## OBJECTIVE

- **Improve** Video inventory monetization.
- **Main technical challenge:** optimize video delivery rate with (AI based) Display rate prediction

## SOLUTION

- Smart uses **Machine Learning** to predict the probability that a Video ad will be successfully displayed, automatically detecting the ones with low display probability.
- For each Video RTB auction where there are multiple bidders, we penalize **low performing ads** (bid price is multiplied by the display probability)

## RESULTS

- + Incremental revenue uplift between **March 6 and March 19** (on optimizable impressions): **+13%**
- + Uplift is calculated with A/B testing
- + Optimizable ratio **12,5%**
- + **+33%** Delivery rate uplift



Smart's delivery rate optimization has been a huge success for our video performance. Since it began operating behind the scenes, there has been a major uplift in value for that segment of our inventory. It is a testament to Smart's product team, which is always looking to improve and innovate on behalf of their clients.

**Nick Brondo, Head of Programmatic Ad Partnerships & Platform**



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### About Smart

Smart is a fully transparent ad monetization platform providing programmatic buyers with exclusive access to high quality premium publisher inventory across all channels, screens and formats (display, video, native, rich-media). With 13 offices and 220 employees worldwide, Smart leads the charge in building a transparent ad ecosystem based on quality. Working directly with 1,000 publishers and ad networks, Smart delivers ads to 50,000 sites and apps, including Le Monde, Wine Enthusiast and Ozy.com. Smart offers unique solutions to optimize the path between buyers and sellers to guarantee the best opportunities to target audiences at scale.