

How Fan Controlled Football used Smart to manage and increase their ad inventory



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About Fan Controlled Football

Fan Controlled Football (FCF) the only professional sports league that combines the passion and competitiveness of live and fantasy sports with the interactivity of video games – **is the first platform in professional sports history empowering fans to call the shots, from branding and personnel decisions to real-time play calling.** The FCF is the democratization of sports with season v2.0 expanding to eight teams kicking off in the Spring of 2022.



Objectives

Deploy a platform that would be easy for their team to manage the direct-sold media demand they have with their sponsors.

Usability for running house campaigns like their own merchandise and offers to their fans.

Access incremental demand for their supply that they can monetize programmatically.

Main challenges

FCF was looking to manage their sponsor ad inventory, inclusive of ad serving, measurement, and the delivery of ad tags. With no team member internally to manage this process, FCF turned to Smart to help manage all of their campaigns through the easy tools offered by Smart.

Fullstack Solution: our SSP and Adserver

- Advanced reporting tools
- Native integration of our SSP into the ad server
- Complete control of the inventory
- Highest level of transparency

Results

85%

Retention rate
of advertisers

The successful delivery of campaigns has proven the value of **increasing their inventory** by adding more ad units to their in-app and site.

I like the relative ease of use of the Smart platform. Smart provided unique account management services during our live events to deliver our sponsorships in a timely and efficient manner. For many of us, this was our first time onboarding to an ad-tech platform, and Smart made every step of the way easy and painless.

Grant Cohen, Chief Growth Officer FCF

About Smart

Smart is the leading independent ad tech platform built to serve the interests of both buyers and publishers. Smart's fully transparent platform and shared-interest business approach enable brands and premium publishers to get their fair share of ad value at every opportunity, on their terms. Brands can achieve greater efficiency through their advertising spend, and publishers can act with certainty and have the control they need to provide the right blend of transaction models, channels, formats, and audience data to deliver true value path optimization to brands.

Smart works directly with hundreds of buyers and more than 1,000 publishers worldwide, including Tron TV, Cafe Média, Tumblr, IMVU 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. The company operates 12 offices worldwide and leads the charge in building a transparent ecosystem based on quality. Smart is a "GDPR ready" company certified by independent data protection specialist, ePrivacy GmbH.

Want to learn more?

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