

How a large pharmaceutical company successfully targeted US/Hispanic inventory on Smart Buyer Connect

THE CONTEXT

A large US pharmaceutical company wanted to **target US/Hispanic inventory in Mexico.**

THE OBJECTIVE

The client's goal was to run a targeted branding campaign to **improve their brand's top-of-mind awareness** on strategic DMAs and increase the volume of traffic on their e-commerce store.

THE SOLUTION

To improve its top-of-mind strategy, the client decided to launch always-on deals running on in-stream video inventory.

- + The deal objective was **70% of video completion rate**
- + Thanks to DMA targeting they were able to **focus on Ciudad de Mexico** as intended
- + For brand safety they used **DV360 and IAS pixels for double checking**

THE RESULTS

Despite the usual difficulties in targeting US/Hispanic inventory, SBC's considerable reach allowed the client to buy on this inventory and have campaigns **running smoothly while greatly exceeding the 70% completion rate objective to reach 82% in average.**

The client cited Smart Buyer Connect's **very intuitive interface, fast display of analytics, and 100% fraud free inventory** as key features that helped greatly facilitate the creation of Deal IDs.



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Contact us!
Smart Demand Team
bddemandsalesglobal@smartadserver.com

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