

Smart makes programmatic easy

Let's go over some market concepts

Programmatic Direct – Programmatic Premium

Programmatic Reserved

Private Market Place – Private Exchange



Automated Guaranteed	Guaranteed Deals	Preferred Deals	Private Auction	Open Auction
<ul style="list-style-type: none">+ 1 buyer+ Fixed CPM+ Ad server API	<ul style="list-style-type: none">+ 1 specific buyer+ Fixed CPM+ RTB <p>Also known as Programmatic Guaranteed</p>	<ul style="list-style-type: none">+ 1 specific buyer+ Fixed CPM+ RTB <p>Also known as direct deals</p>	<ul style="list-style-type: none">+ Selected group of buyers+ Auction+ RTB	<ul style="list-style-type: none">+ All buyers+ Auction+ RTB <p>Also known as Open Exchange</p>

Open Direct

Open RTB

- Guaranteed volume
- Non-guaranteed volume