

THE SMART DEAL+ OFFER TESTED BY AMNET

- + Over 50% higher CTR than market average on skin and banner formats
- + 13 publishers within a 100% brand-safe environment

CONTEXT

Amnet is the Dentsu Aegis Network's specialist programmatic group, with over 1,000 technology, media, and data experts integrated with all Dentsu Aegis Network agencies across 52 markets. Amnet operates a consistent and innovative use of technology, operations, and people stack, and deliver an excellent and constantly improving programmatic infrastructure, designed for each client's individual requirements.

 amnet

200+ customers in France

smar+ DEAL+

OBJECTIVE

The Trading Desk Amnet France opted for Deal+, one of Smart's RTB+ offers, to drive two programmatic campaigns, one for a leading French construction company and the other for a global electronics manufacturer.

Deal+ facilitates the targeting of cross-publisher inventory on Smart's RTB+ exchange, using one single deal ID while offering the ability to add a Smart RTB+ audience. For those two advertisers, banners ads and skins were the targeted formats, and Click Through Rate served as the primary KPI.

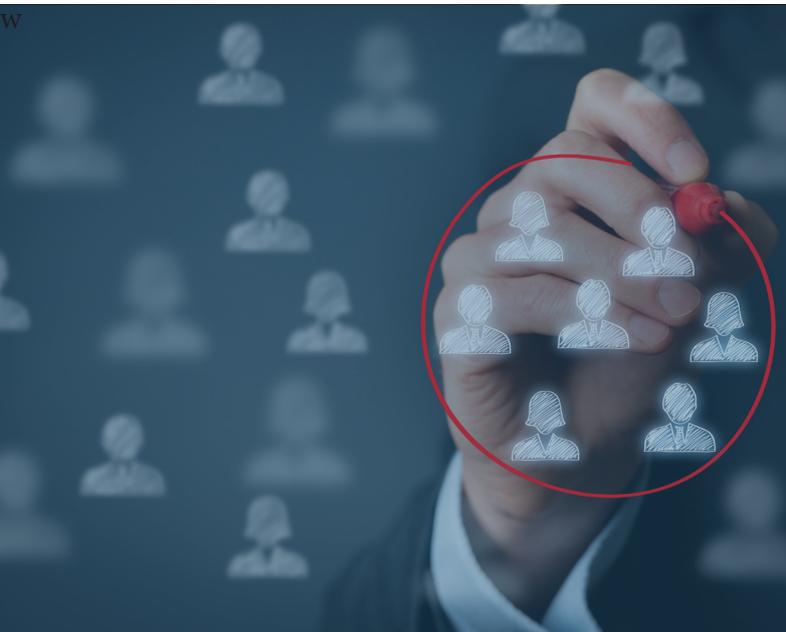
SOLUTION

In order to promptly unlock premium inventory, expand their reach, and meet advertisers' objectives, Amnet decided to run, with Smart RTB+, pre-packaged Deal+ deals per format and per audience. For the Trading Desk, cross-publisher always-on deals, in a brand safe environment, are an easy-to-activate lever that help to improve campaign performances while reducing setup time.

When adding the most relevant targeting directly within the deal, the Trading Desk observed greater coverage and better results compared to those recorded with a basic setup.

RESULTS

- + **2.4%** CTR on skin format, **60%** higher than average
- + **0.2%** CTR on banners ads (Half Page Ad), **50%** higher than market average
- + **13** premium publishers
- + **100%** brand safe inventory
- + Over **1.5 billion** auctions available per month on these always-on deals



Deal+ provides us with easy and direct access to Smart's top inventory while ensuring a high level of performance. This is very useful in order to guarantee a broad number of impressions to our advertisers by selecting only the most relevant impressions that fits their objectives. Amnet is always willing to test new buying methods which can directly contribute to its customers' success, and this through trusted partners such as Smart.

Térance Ahomadégbé, Account Director - Amnet



You want to learn more? Contact us!

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www.smartadserver.com

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.