

## BONNIER REPORTS +27% INCREASE IN PROGRAMMATIC REVENUE WITH SMART'S HOLISTIC+

- + 27% increase in its programmatic revenue (between April 18 & April 19)
- + 19% growth in its average RTB + eCPM in open auction

### CONTEXT

Bonnier Business Polska is a part of Bonnier Group - The media holding company based in Sweden, and owns 175 companies with operations in 15 countries. In Poland, Bonnier publishes the most influential business-related newspaper «Puls Biznesu» and runs a leading financial and business portal [bankier.pl](http://bankier.pl), which provides reliable and valuable content about investing, personal finance, taxes or running a business.

**bonnier  
business  
polska**

Media holding based in Sweden (175 companies)

### OBJECTIVE

Bonnier's mission was to improve the monetization of online news portals across all channels, Direct and programmatic. The main technical challenge was to efficiently implement a Header Bidding wrapper. With limited IT resources, this implementation would have been a large project spanning several months, keeping Bonnier from leveraging the newest solutions in the ad tech market.

### SOLUTION

As a long-term ad tech partner of Bonnier Business Polska, delivering full-stackfull stack - ad server and SSP platform, we were able to offer our Publisher Header Bidding as a service and implement our Managed Holistic+ product and service.

Together with BBP, we implemented a Header Bidding wrapper and connected all their existing and newly signed SSPs in less than one month. They are now able to manage all campaigns, set up floor prices, activate/deactivate HB in one dashboard giving the BBP team unified reporting across all partners. Moreover, after activating Smart's Holistic+ engine, they are running their ad monetization through one 100% unified auction maximizing revenue. With this solution, Bonnier Business Polska has full control over all digital channels: Direct, Header Bidding client-site, and Smart RTB+.

## RESULTS

- + Fast Holistic+ implementation: **1 week**
- + RTB+ eCPM: **+19%** (Mar-Apr 2019 vs Sep-Oct 2019)
- + Incremental revenue uplift between Apr 18 & Apr 19 (RTB+, new SSPs) : **+27%**



Thanks to Managed Holistic + we implemented header bidding in 1 week. The implementation was done without any problems and without the need to make big changes in the adserver settings. Thanks to this solution, we have achieved an increase in revenue, eCPM and saved time and costs that we would have incurred if we had implemented it independently. **Pawel Adamski**, Programmatic Manager - BBP



**You want to learn more?  
Contact us!**

Gosia Kmiecik  
Country Manager CEE  
gkmiecik@smartadserver.com

Visit our website  
[www.smartadserver.com](http://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.