

IMPACTIFY BOOSTS MONETIZATION ACROSS EUROPE USING SMART RTB+ FOR VIDEO AND NATIVE

- + #1 SSP for mobile
- + +111% revenue between Q1 and Q2 2019

CONTEXT

Impactify is a web and mobile advertising exchange, serving premium UX ads focused on the user experience, with the main objective of connecting publishers and advertisers through a unique programmatic platform to automate transactions and optimize performance. Video is a key strategic offering for Impactify. They provide both a proprietary video player for instream and out-stream video ads as well as a native solution to publisher clients. Impactify solutions are used by media groups in France and Germany.

Impactify was looking for a way to easily boost video and native revenue using their current tech stack.



70 million monthly unique visitors

SOLUTION

Impactify plugged in Smart RTB+ SSP as a monetization partner for their European inventory which provided several advantages:

- **Flexible instream and outstream video solution:** Impactify is using Smart ready-to-use video ad templates. This allows them to easily display instream and out-stream ads in their own video players and web content.
- **Easy-to-use native solution:** Impactify uses also Smart's native ad templates, offering an easy and standard set-up to adapt to their publishers' content. This solution provides a non-intrusive and personalized approach to advertising, delivering higher CPMs and engaged users enjoying content in an organic, brand-safe environment.
- **Activation of the Smart Yield+ solution:** The Smart Yield+ engine automatically optimizes floor prices to boost Impactify's revenue.
- **Increased Demand:** Smart RTB+ is connected with more than 300+ video buyers and with the leading video and native DSPs. This allows Impactify to connect with new high-quality DSP partners all over Europe, creating new demand opportunities. This access resulted in new channels of business and growth opportunities, driving Impactify's business in emerging markets.

RESULTS

- + **Smart RTB+ #1 SSP for mobile** and in their top 3 SSP for web
- + **+111%** revenue between Q1 and Q2 2019
- + **+20%** revenue increase driven by Smart Yield+ engine
- + High instream CPM for open auction: on average more than 10€.

Impactify's revenue trend using Smart RTB+
Q1-Q2 2019



Smart is a great facilitator in every way. They provide us with proactive tech support and expertise and have strong APIs. Smart provides better performance on mobile compared to other SSPs and we really like using the yield automatic feature which allowed an increase in revenues by 20%

Thomas Aina, CEO & Founder, Impactify



About Impactify

Impactify is a web and mobile advertising exchange, serving premium UX ads focused on the user experience, with the main objective of connecting publishers and advertisers through a unique programmatic platform to automate transactions and optimize performances. They have invented the corner video ad format in the notification area and are focused on UX formats. Impactify believes that advertising should be respectful of the users in order to be engaging. Their UX-compliant solutions are patented and designed to constantly optimize performance in order to facilitate high KPIs, while meeting the goals and needs of both advertisers and publishers alike.

About Smart

Smart is the leading independent ad monetization platform built for premium publishers to serve demanding buyers. Our fully transparent platform and shared-interest business approach enable premium publishers and brands to get their fair share of ad value at every opportunity, on their terms. Publishers can act with certainty and have the control of all the variables for the right blend of transaction models, channels and formats while activating the right audience data for value path optimization. Smart works directly with more than 1,000 publishers worldwide including Financial Times, IMGUR, Altice Media, Marie Claire, TracFone, Le Figaro, and Le Monde to deliver all ad formats and platforms 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.