GROUPM SHIFTS OPEL’S BRANDING CAMPAIGN INTO GEAR USING PROGRAMMATIC GUARANTEED ON SMART RTB+

+ 100% impressions guaranteed on Smart RTB+

ABOUT GROUPM

GroupM is the world’s leading media investment company responsible for more than $45B (COMvergence) in annual media investment through agencies including Mindshare, MediaCom, Wavemaker, Essence and m/SIX, as well as the outcomes-driven programmatic audience company, Xaxis.

OBJECTIVE

To celebrate Opel’s 120th anniversary and to highlight a special car series, the GroupM agency, a WPP entity, ran Programmatic Guaranteed deals on Smart RTB+. To achieve its goals of reach and viewability, GroupM recommended the skin format from Sublime.

SOLUTION

GroupM is one of the first players to take benefit from programmatic guaranteed which is now quickly growing as a buying tactic within the company. With a faster setup than regular deals, programmatic guaranteed allows buyers to secure 100% of desired impressions on a target audience, at a fixed price.

The publisher handles the majority of the setup, which avoids the back-and-forth about pixels, redirects, and more, which are tedious and time-consuming for programmatic managers.

By using Smart as an SSP with its DSP Google Display & Video 360, GroupM gains access to impactful and engaging formats such as page skins, as well as unique inventory such as Sublime. By accessing additional inventory outside of Google’s ecosystem, the agency can deliver the best opportunities for advertisers, in a 100% brand-safe environment.
With guaranteed deals, we are bringing together the benefits of direct sales and programmatic to maximize advertiser investment. Smart’s direct integration with Google Display & Video 360, improves our operational efficiency so we can diversify our campaigns with engaging branding formats like the Sublime skin. **Programmatic Guaranteed helps to reassure advertisers and publishers to deliver campaigns and maximizing efficiency.** That’s why most brands are becoming more mature on the subject, now ready to diversify their buying channels.

**Wassila BOUKHARI, Programmatic Account Manager at GroupM**

Furthermore, Programmatic Guaranteed makes it possible to unify campaigns by operating all of the channels (from set-up to optimizations) within the same platform, for a smoother and more efficient campaign. This strongly supports ad frequency management.

**GroupM successfully delivered 100% of skin format impressions on Smart RTB+ and achieved Opel’s goals.**

**You want to learn more?**

Contact us!

Smart Demand Team

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Visit our website

www.smartadserver.com

**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 enables premium publishers and brands to get their fair share of ad value at every opportunity, on their terms. Smart works directly with more than 1,000 publishers worldwide including Financial Times, Groupe Marie Claire, TracFone, Le Figaro, Leboncoin, Altice Media Publicité, and IMGUR to deliver display, video, native, and rich-media ads to over 50,000 sites and apps. Smart operates 12 offices worldwide and leads the charge in building a transparent ecosystem based on quality. Smart is a “GDPR ready” company as certified by independent data protection specialist, ePrivacy GmbH.