

Programmatic Guaranteed empowers Amnet to boost a leading snack company on-target impressions in Portugal

+90% increase of delivered impressions

CONTEXT

Amnet is Dentsu Aegis Network’s programmatic specialist group, with over 1,000 technology, media, and data experts integrated across Dentsu Aegis Network agencies in 52 markets. In this case study, Amnet’s Portuguese office managed campaigns for one of the world’s largest snack companies, operating in over 80 countries.



OBJECTIVE

Amnet Portugal typically focuses on video campaigns to reinforce their client’s brand awareness and recognition. The agency also handles some of their product launches to generate product awareness.

Overall Objective: **branding**

Format : **video pre-roll**

Devices: **desktop and mobile web**

Targeted inventory: **leading national newspaper group**

Campaign main KPIs: **maximize reach and the percentage of on-target reach**

SOLUTION

Amnet chose to use Programmatic Guaranteed deals on Smart RTB+, in order to secure impressions and guarantee delivery on a premium Portuguese publisher’s video pre-roll inventory. Preferred deals weren’t a proper solution for this specific client due to the very restrictive brand safety guidelines, and, respectively, the campaign setup. Also, low CPM price vs. the competition would increase the risk of auction loss.

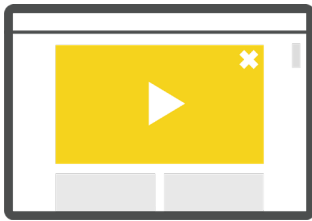
With Programmatic Guaranteed deals, the agency ensured the priority on serving impressions and delivered the expected results on a predefined budget.

RESULTS

- + By using Programmatic Guaranteed: **100% of impressions were delivered**
- + Previously, when using preferred deals, impression delivery was routinely under-pacing by **90%+**



This monumental increase led the Agency to continue investing through this reliable sales channel, on the same publisher, creating a fruitful, collaborative partnership.



‘With this option of Programmatic Guaranteed with Smart we could keep investing and be present on this specific premium Portuguese publisher which wouldn’t have been feasible by using Preferred Deals. **Thanks to Smart’s flexibility, we could continue to allocate our budget to one premium publisher which matches our client requirements.** Without this option, we would have stopped our investment due to a lack of impressions”

Ana Silva, Programmatic Manager - Amnet



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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.