CASE STUDY

366 and Havas: Enabling Campaign Achievement through Programmatic Deals

CONTEXT

Sell Side
366 is the trade body of all the French Regional Daily Newspapers. It sells print, web and mobile offers to national and multi-local markets. For several years, 366 has been working in close collaboration with Smart to monetize their web and in-app inventories.

Buy Side
Havas works on behalf of several advertisers and operates performance-based campaigns via direct deals.

The two entities work together to meet the needs of a major French financial / online gaming advertiser.

CHALLENGES

The challenges faced in these campaigns were:

- Achieving the campaign KPIs expected by the advertiser, in particular the CTR and viewability.
- Efficiently operating the campaign on the SSP via direct programmatic deals, limiting the time spent by operational teams in setting up the campaign.
- Monitoring deal performance in real-time and optimizing it during the campaign.
SOLUTIONS

The 366 sales house - in full stack with Google- chose to operate this campaign on the Smart SSP which provides a powerful suite of tools to operate the campaign efficiently.

- **A user-friendly console** that enables easy creation, monitoring and resolution of deal delivery problems.
- **Real-time reporting** to view and optimize deal performance a few minutes after its activation.
- **Targeting based on predicted views.** Smart offers a solution based on deep learning, allowing real-time analysis of more than 25 criteria related to an advertising location and viewability rate prediction.

RESULTS

The campaign KPIs were met or exceeded on some key formats:

- **73%** average viewability rate.
- **CTR** expected by the advertiser reached.
- **25%** time saved vs. other SSPs to operate and run the campaign.

“The relevance of 366 inventories combined with the targeting defined for these programmatic deals allowed us to quickly reach our campaign objectives (clicks and viewability) and to exceed them for certain formats.”

Amina Lahmannisi, Programmatic Account Manager - 366

About Smart

Smart is the leading independent adtech platform built to serve the interests of both buyers and publishers. Smart’s fully transparent platform and shared-interest business approach enables brands and premium publishers to get their fair share of ad value at every opportunity, on their terms. Brands can achieve greater efficiency through their advertising spend, and publishers can act with certainty and have the control they need to provide the right blend of transaction models, channels, formats, and audience data to deliver true value path optimization to brands. Smart works directly with hundreds of buyers and more than 1,000 publishers worldwide including 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 is ranked on the Deloitte Technology Fast 500 EMEA and in the Financial Times’ FT 1000: Europe’s Fastest Growing Companies. The company operates 12 offices worldwide and leads the charge in building a transparent ecosystem based on quality.

You want to learn more?
Contact us!

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