

# How Imgur used Smart to take control of their own programmatic stack

+ Operational migration completed in 5 weeks with no loss in revenue

## ABOUT IMGUR

Imgur, founded in 2009 and listed in the Comscore Top 100, is the easiest way to discover and enjoy the magic of the Internet. It's where you'll find the funniest, most informative and inspiring images, memes, GIFs, and visual stories served up in an endless stream of bite-sized fun. Powered by a passionate community of 250M+ people from all around the world, anyone can join to share cool stuff and vote the best to the top.



## OBJECTIVES

1

Improve **global monetization** performance.

2

Partner with a **transparent and independent** ad tech platform.

3

**Fully control** their programmatic stack and monetization rules.

## MAIN CHALLENGES

- + Concern of revenue loss.
- + Lack of internal tech resources.
- + Comprehensive activation of user data.
- + Time constraints.
- + Concerns about operational issues and difficulty in migrating to a new solution

«Transferring a company’s online ad inventory, digital products and workflow from an old ad server to a brand new one is always a scary proposition. Fortunately, Smart AdServer’s account and technical support was incredibly strong and our transition went faster and more smoothly than could have reasonably been expected when we began the process.»

Adam Carey - Head of Advertising - Imgur

## SMART KEY FEATURES

**Unbiased and agnostic** unified auction.

**High level of support** - Smart teams 100% engaged and responsive.

Template customization.

**Audience targeting capabilities** for RTB and Direct campaigns.

Smart enabled **new app products** - including a new interstitial format.

Format template library.

Forecast: **real-time monitoring** of the impact of campaign modifications.

Open platform with a set of available APIs.

**KPI monitoring in real-time** to ensure troubleshooting and avoid revenue loss.

IP targeting capabilities.

## RESULTS

- + Since 2019, existing revenue streams are **maintained at 100%**.
- + **18%** average programmatic fill rate.
- + **Incremental in-app RTB revenue** via Smart SDK integration through **Mopub**.
  - In Q1 2021, in-app revenues represent **75%** of their revenues and is **new revenue stream**.
- + Smart enabled Imgur to add new revenue streams for video using **Smart's outstream video player**.
  - In Q1 2021, outstream video revenues **grew 10x**.

### 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. With 12 offices 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.

You want to learn more?  
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[www.smartadserver.com](http://www.smartadserver.com)