

# How targeting360 GmbH increased their traffic volume and saved time with Smart Buyer Connect

## THE CONTEXT

As a German display advertising company specialized in retargeting and performance, targeting360 GmbH counts for more than 650 customers all over the world. They provide customized programmatic campaigns that are planned and delivered either via open market or deals.

To easily increase their reach, targeting360 GmbH decided to trust Smart and adopted the Smart Buyer Connect (SBC) solution to complement their open auction activities with deal buying.



## THE OBJECTIVES

targeting360 GmbH's main objectives were to start buying deals and to increase their traffic volume by reaching users as frequently as possible with the following requirements:

- + Target users on desktops and smartphones (non in-app)
- + Focus on display formats in the campaigns
- + Target users globally, depending on their geographical location. The main markets are Germany, Austria, Switzerland and France.

## THE SOLUTION

To improve traffic while matching their geo and device requirements, targeting360 GmbH decided to use SBC in self-service. The agency's control over its deals, combined with the formats, the geo and the device targeting available on the platform, allowed targeting360 GmbH to quickly and effectively create qualitative specific deals.

## THE RESULTS

Despite a very time consuming campaign activation process - made more complex by some of the DSPs targeting360 GmbH is using - SBC's very intuitive self-service user interface and its ease of use enabled targeting360 GmbH to create the broadest amount of deals and quickly observe improvements in their operational day to day tasks. The deals went so smoothly that the troubleshooting module was not even necessary.

SBC allowed the company to increase its reach and meet its objective while spending considerably less time to set up its deals.



We as targeting360 GmbH are always looking for partners to increase the reach for our campaigns. SBC is the perfect tool for us. It is easy to use, provides time efficient deal setup and comes with nice features such as cross-publisher contextual targeting.

**Benedikt Schimmel**  
**Head of Media Buying**



### About targeting360 GmbH

This German display advertising company specialized in retargeting and performance counts for more than 650 customers all over the world and is well implemented in Germany and France. They provide customized programmatic campaigns that are planned and delivered via open market and deals.

### 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.

### You want to learn more? Contact us!

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