Amnet France is a Trading Desk working with more than 200 advertisers in France and internationally from France, on wide RTB campaigns from Branding to Performance, including the creation of personalized audiences, and activations on all programmatic digital levers (Display, Video, Social, Audio, Connected TV, DOOH, etc.).

Amnet’s client, a leading international food player, needed to run a three-week branding video campaign to promote its core product in Spain, Italy, France and Germany. The brand wanted to ensure its video would be seen by a broad and relevant audience to remain a top-of-mind player within its industry. The Video Completion Rate (VCR) was used as a primary KPI.

In order to guarantee the brand’s message will be heard, Amnet decided to activate four Auction Packages on Equativ’s premium inventory. Targeting video inventory with above 90% predicted VCR, Amnet benefited from Equativ Premium Supply and advanced performance algorithms to deliver on the best performing video inventory across the four targeted markets.

- 4 video deals with high completion
“By using Equativ’s curated PMPs (Auction Packages), we could easily secure our client’s objectives by simultaneously launching 4 video deals across 4 strategic markets! Eventually, we overachieved our client’s goals through a smooth and effortless activation workflow in which we remain 100% in control.”

Cristina Becerra - Account Manager RTB, Amnet France