



**EQUATIV**

**AUCTION PACKAGES**

## How Amnet maximizes a leading food brand's awareness with above 96% Video Completion Rate across 4 markets

**amnet**

### Context

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.

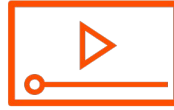
### Campaign design

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

# Results



**800K**

**Completed Video Ads**,  
being the largest reach  
among other channels (other  
SSPs and direct publishers)



**96%**

**average Video Completion Rate**

+4 points vs SSP #2  
+12 points vs SSP #3



**99%**

**Average Video  
Completion Rate in Italy**  
+8% vs other SSPs



**0**

**back and forth**  
regarding the campaign  
setup

**“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**

Equativ is the new single name for Smart Adserver, DynAdmic and LiquidM — three proven innovators in advertising technology. The vertically integrated company provides brand and privacy-safe solutions that empower its clients to achieve maximum impact while respecting the rights of consumers. The union combines client expertise and engineering excellence to serve the interests of both the supply-side and demand-side with equal professionalism and technical sophistication.

Headquartered in Paris and New York, Equativ operates globally with a team of more than 450 in 20 offices. Equativ offers the market its own independent ad server, SSP, buyer tools, and media services to fulfill the promise of advertising technology.