

smart  hub



CASE STUDY

# Dochase Succeeds with SmartHub

Reaching payback in 2 months and attaining  
165.46% revenue growth in 5 months.

Revenue growth

**165.46%**

Payback in

**2 months**

Upscaling from 10k

**to 30K**

## About Dochase

Dochase provides programmatic advertising technology that connects businesses and brands to millions of target customers on mobile and desktop internet with dynamic, measurable, and robust adverts and customer targeting features. The features include device targeting, GEO targeting, retargeting, and conversion tracking.

This helps businesses to attract new customers, retain existing customers, boost online sales, and improve brand image and visibility in Africa. It also helps app developers to sell their apps across all verticals on the internet.

## Quote from Dochase

"With SmartHub we've built technology with outstanding capacities to scale in banners, video and native ads. The ad exchange operation is seamless and easy to grasp as the dashboard has all necessary leverages for effective ad serving, traffic distribution, and in-deep marketplace analytics".

**Chibuike Goodnews,**

CEO of Dochase

## Previous Approach

Before the advertising solution of Dochase was launched, a giant market share was unfilled - businesses did not have a clear idea regarding how to attract online attention of the 95 million internet users in Nigeria. They had to rely on foreign platforms, however, these platforms did not have a good network and reach in Nigeria and their costs were often subject to currency variations in exchange rate.

Realizing this, Dochase decided to build their own RTB ad exchange that would provide local businesses with better conditions and competitive rates for advertising. Dochase strived to build the solution that would equally fit businesses (that need to drive sales, brand awareness, and application usage), and governments that need to create public enlightenment.

Back then the company was already familiar with SmartHub and its growing capabilities. Thus, they decided to look for SmartHub since they are known for their outstanding ability to reduce technical challenges, downtime and costs.

# Client's Goals

Dochase has partnered with SmartHub in 2019. SmartHub was chosen among other options because among many others it delivered flexible technology capabilities and scalability options. For Dochase it was important that their solution had a strong tech background for streamlined workflow and immense scalability without restrictions.

By that point, Dochase already had in mind partners they wanted to integrate into the marketplace and traffic types that would fuel the ad exchange and define its specialization.

With the enormous growth in the e-commerce niche in Nigeria, Dochase had all the chances to seize the moment to become the pioneer of programmatic advertising in the region. In SmartHub, Dochase found support for in-app banner, native ads, interstitials, and other types of ad campaigns. As well, SmartHub technology has all essential mechanisms for correct traffic distribution, the unique cross-connection type media-trading environment, and the ability to scale without stopping the operation.

The prebuilt core enabled a faster deployment which in turn, contributed to the quicker capitalization and achievement of the following goals:

- Reaching payback in the time frame that doesn't exceed 3 months.
- Achieving a revenue growth in 3 to 5 months.
- Platform scaling from 10K to 30K QPS.
- Improving qualitative attributes: increasing the effectiveness of the ad campaigns, increasing the volumes of sold traffic, getting the ability to investigate discrepancies, reviewing performance by formats and partners.

# SmartHub's Strategy

Taking into account the needs, goals, and KPIs that Dochase planned to achieve, the SmartHub team created an individualized adtech deployment approach that included technical assistance and comprehensive onboarding for the client

From the technical side, the SmartHub team provided full dev support, partner integration support, UI personalization, and third-party data-provider integrations. Comprehensive onboarding assistance, in turn, increasingly accelerated the speed of new technology adoption by the client and the market entrance altogether.

## Technology

SmartHub is an RTB-driven programmatic marketplace that runs second-price and first-price auctions based on RTB v2.4 protocol, it has custom integration for Demand side OpenRTB IAB 2.5 partners, and connection based on VAST and Prebid. Based on its pre-built core companies create their own advertising marketplaces, which is very cost-efficient since the process is quick and requires less labor involved.

Worth pointing out the unique capacity of SmartHub – universal media-trading enabled for all types of connections: VAST to RTB', 'VAST to VAST', and 'VAST To All'. It removes the barriers between partners who trade according to different standards, this, in turn, makes the SmartHub universal and unique on the market. The other unique competitive advantage of SmartHub is in constant improvement. In the latest SmartHub 2.0 version, the system was strengthened and equipped with extended analytics, traffic throttling mechanisms & profit optimization tool based on impressions prices RCPM, advanced filter lists to optimize traffic according to individual needs, and more.

The specifics of the traffic throttling mechanism is that it automatically analyzes DSPs' bid responses to monitor what kind of traffic DSP bids. The more DSP bids on certain kinds of traffic (defined by various targeting parameters), the more of this traffic will be sent to this DSP. With analytics tools, the owners can investigate which sources have the lowest bid rates or which ad formats generate the greatest profit to optimize the network in the future. With effective list management, the owners can allow or block requests with certain sources to refine the traffic and increase the effectiveness of media trading as a result.

## People

SmartHub has been building a proprietary tech infrastructure since 2018 and features an in-house team of product managers, full dev support, server infrastructure support, ad operations, and a highly-skilled support team. Such a people-based approach is necessary since it accelerates the platform adoption and the client's adaptation to a new solution. With this approach, the SmartHub's team and the client's team can effectively communicate requirements, workflow progress, and outcomes so that desired goals are achieved much faster.

# Implementation/Solution

## The platform was adjusted according to the following steps:

- The technological core of the marketplace was unfolded with all necessary prebuilt modules and integrations in a week.
- Special requests for traffic scanners such as Picalate pre-bid were satisfied.

## The onboarding stages:

- System testing. In order to exclude chances of traffic discrepancies or errors, the system was tested and demonstrated to the client.
- Adaptation. The team developed a special client-adaptation program (intro and optimization calls) that facilitated onboarding and grasping of the skills necessary for entering ad tech business niche and successful platform navigation.

## Post-installation optimizations:

- Dochase received regular ongoing functionality clarification, platform usage guidelines, and performance optimization advice.
- Dochase performed a continuous partner optimization to achieve a perfect balance between traffic demand and supply.
- Dochase has grown and scaled their platform consistently during the year.

## Client's contribution to the overall performance boost

Dochase team organized regular media-trading optimizations that involved analyzing and further distribution of their in-app banner towards DSPs that required it (as in-app traffic prevails in the marketplace). In addition to this, Dochase calculated and implemented correct per-impression pricing that was beneficial for all marketplace partners and steadily increased the revenues of the marketplace. The combination of these moves enabled the company to quickly boost the ad exchange performance and successfully introduce it to the market.

# Results

## Payback Period

The total time to value or payback period for Dochase marketplace was achieved in 2 months.

Payback Period

**2 months**

## Revenue

Dochase revenue grew by 65.65% in September compared to July's results. The revenue has grown by another 60.25 % in December compared to September.

Period	Revenue Growth
July-September	65.65%
September-December	60.25%

Overall Revenue growth July-December

**165.46%**

With SmartHub Dochase created a robust self-branded adtech that was deployed, fully adjusted, and customized in a short time. The newly-created ad platform delivered all that Dochase required from it: such a platform: leverages to manage and analyze media trading dynamics; tools and algorithms to automatically increase the media-trading effectiveness; clear and transparent dashboard with **leverages for investigating discrepancies, reviewing performance by formats, and measuring the performance of partners.**

Dochase started with a **10K plan but upscaled it to 30K QPS** and, as a result, **increased the volumes of sold traffic.** With more traffic being sold Dochase reached **payback faster than in 3 months.** As payback was achieved quickly, it also accelerated **revenue growth - 165.46%** during July-December.

Thanks to the advantageous technology, Dochase improved **qualitative attributes of operation:** Being able to investigate discrepancies and review performance by formats and partners Dochase could analyze their marketplace and apply necessary optimizations. The matching traffic throttling mechanism increased the effectiveness of the ad campaigns and boosted the volumes of sold traffic.

# Summary of results

## Key benefits:

- **Reduced costs and labor.** The pre-built core of SmartHub helped the client to save money and reduce labor typically invested in new solution deployment (there's no need for coding, designing, testing, licensing, and third-party assistance)
- **Quick market entry.** The pre-built core is what helped the client to enter the market in a week. This has helped the client launch platform at the perfect time to capitalize on the enormous growth in e-commerce and customer dynamism in Nigeria.
- **Better manageability.** With SmartHub Dochase could navigate, adjust, and analyze the media- trading process using traffic leverages, analytics, and admin controls. Better manageability increased the effectiveness of marketplace functioning and resulted in higher profits.
- **Smooth workflow.** A clear 'one-glance' dashboard makes the navigation of the marketplace easy and understandable.
- **The abundance of ad formats.** With SmartHub the client obtained the capacity to support such ad formats as banner, video, audio, native, push, pop, and CTV formats.

## Indirect advantages

**Growing leadership in the niche.** Dochase has become the leading programmatic solution provider in Nigeria. Such reputation and market positioning inevitably attracted more demand and supply partners who desired to join in and grow business with programmatic leaders in the area.

**Emptied time for maintenance.** Since tech workflow is maintained in the background, Dochase now releases additional time and invests it in strategizing the other aspects of their business.

**Safety, trust, and transparency.** With analytics and reporting Dochase can generate fresh insights about a partner, ad format, traffic type performance. Transparency is enabled on impression-level: placement, the cost can be audited and inventory and sellers authorized. Meanwhile, the installed PixaLata pre-bid scanner delivered additional protection from ad fraud.

**Ongoing support.** The support team works with a client side-by-side to provide consultations and necessary advice for platform optimization.