smart ⟨⟩ hub

CASE STUDY

Feeltapmedia Builds a Stronger Ad Exchange With SmartHub

Achieving 31% ROI and 28% revenue increase, adding dozens of new partners, and decreasing server costs in 3 months.

Building ad exchange
7 days

Revenue growth
28%

ROI growth
31%

About Feeltapmedia

Feeltapmedia is a marketing agency providing innovative online advertising technology solutions (ad exchange, ad networks) across the entire digital ecosystem.

Company was established in 2015, it has offices in China and the USA and focuses on mobile Facebook, Google and in-house DSP advertising market.

Feeltapmedia provides services globally and is largely represented not only in US EAST, but also in APAC. Feeltapmedia cooperates with the developers and publishers that cover all kinds of categories and business verticals.

Quote from Feeltapmedia

"We received good communication from the account team regarding daily operations and exceptional support overall. We felt SmartHub put partners' requests in a very high priority and tried their best to help our business grow. Then we decided to expand our business to Asia but the server cost was too high to afford at the beginning. The SmartHub team helped us to find the competitive solution and successfully deployed the new ad exchange in a short time. SmartHub keeps improving its technology and finding more cost-saving server solutions, this helps us to enhance our core competency. We are proud of our partnership with SmartHub."

Claire Qiao,

VP of Feeltapmedia

Previous Approach

Before adopting a new technology from SmartHub, Feeltapmedia was working with another adx technology, which, however, couldn't fully satisfy their needs. The main problems that Feeltapmedia faced with the previous solution were too high server costs and insufficient technical capacities.
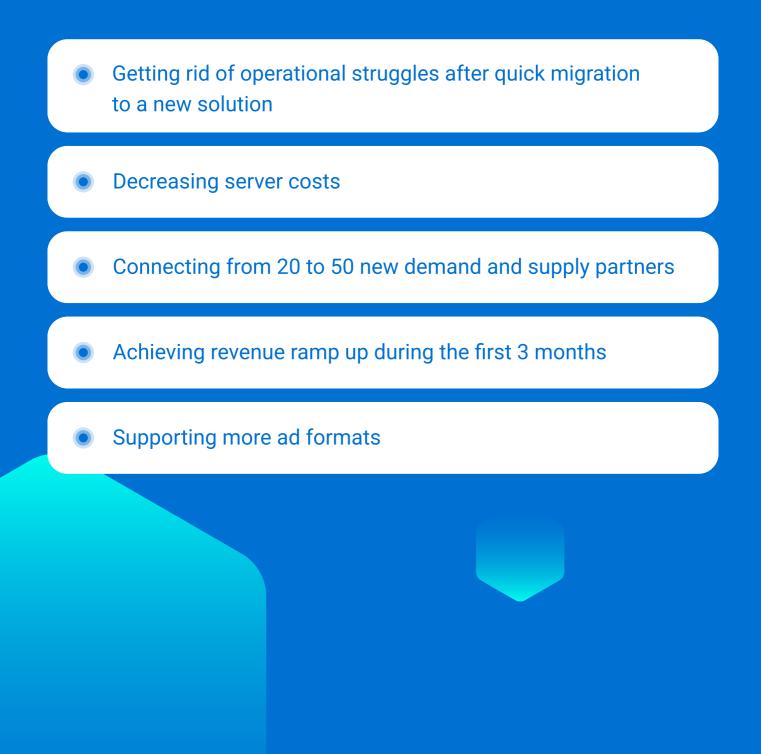
For instance, the stats didn't reflect granular results that would allow required in-depth analysis. Although the system enabled filtering sources with blacklists it didn't have whitelists, which limited available optimization leverages. On top of that, in order to optimize the costs the platform had to have leverages for traffic distribution and management, and such leverages were missing.

By that time the company decided to migrate from its current solution, Feeltapmedia was already familiar with white-label business model that facilitates the creation of complex programmatic solutions. Since whilte-label solutions are known for their outstanding ability to reduce installation time and costs, thus, it was decided to choose one.

Client's Goals

Identifying SmartHub as one of the strongest white-label solutions Feeltapmedia has partnered with SmartHub in February 2020. Among other solutions SmartHub stood out because of its technical capabilities that were evidently stronger than in alternative solutions. These technical capabilities could potentially cover all the gaps that Feeltapmedia encountered while using the previous option. This way the goal number one was to migrate from existing solution to SmartHub in order to overcome operational struggles - absence of whitelists, granular stats, traffic distribution leverages. The customization opportunity was also a big bonus.

By choosing SmartHub (technology based on a prebuilt core), the client expected to achieve faster deployment, capitalization, and achievement of the following goals:

- ◉ Getting rid of operational struggles after quick migration to a new solution

- ◉ Decreasing server costs

- ◉ Connecting from 20 to 50 new demand and supply partners

- ◉ Achieving revenue ramp up during the first 3 months

- ◉ Supporting more ad formats

SmartHub's Strategy

Based on the business needs communicated by Feeltapmedia, the SmartHub team developed a people-oriented software deployment approach thanks to which it was possible to unfold an efficient RTB environment quickly and effortlessly. Technical assistance and comprehensive onboarding for the client were the two key components that defined the process.

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. Based on its prebuilt core companies create their own advertising marketplaces, which is very cost-efficient since the process is quick and requires less labor involved.

The 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 impression 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.

- The platform's dashboard also received UI personalization.

- Account managers assisted the client with demand and supply partners integration.

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 and successful platform navigation.

Post-installation optimizations:

- Feeltapmedia received regular ongoing functionality clarification, platform usage guidelines, and performance optimization advice.

- Feeltapmedia continuously integrated new demand and supply partners during the period. In addition to this, Feeltapmedia kept optimizing partners and traffic to achieve a perfect balance between traffic demand and supply.

Client's contribution to the overall performance boost

Feeltapmedia team organized regular media-trading optimizations that involved analyzing and further distribution of their in-app banner traffic towards DSPs that required it (as in-app traffic prevails in the marketplace). In addition to this, Feeltapmedia calculated and implemented correct per-impression pricing that was beneficial for all marketplace partners and steadily increased the revenues of the marketplace.

Results

Average Monthly Revenue

The average monthly revenue of Feeltapmedia increased by 28% during the first 3 months after installation and throughout the rest of the year. The overall revenue increased 6 times by the end of the year.

Average monthly revenue

+28%

February 2020 - Dec 2020

ROI

Likewise, ROI of Feeltapmedia increased by 31% during the period.

ROI

+31%

February 2020 - Dec 2020

Thanks to SmartHub technology Feeltapmedia managed to build a stable and efficient RTB environment that was fully plugged in, customized and launched in operation during 7 days. The first results that the company could notice were significant improvement of the overall operation thanks to the stable and smooth tech maintenance. This enabled Feeltapmedia to guarantee that they provide excellent services in US EAST, APAC, and the rest of the countries across the globe.

Thanks to the advantageous system Feeltapmedia increased the media-trading effectiveness. The company obtained all optimization leverages that were missing in the previous solution: **whitelists, granular stats, traffic distribution controls**. Plus, ad exchange grew stronger because it could support more ad formats. Migration to SmartHub enabled the company to **decrease server costs** thanks to the beneficial and flexible payment plan selected for the client by managers.

Feeltapmedia also **connected dozens of new demand and supply partners**. The company connected with direct publishers and big SSPs to get premium quality inventories. These partners participated in the media-trading which made it possible to increase the volumes of sold traffic to DSPs. Especially significant was success on in-app banner trading. As a result, **revenue increased during the first 3 months by 28%** and stayed this way for the end of the year. The same dynamics were observed with ROI that increased by 31%.

Summary of results

Key benefits:

- **Reduced costs and labor.** The prebuilt 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).

- **Stable and healthy RTB environment.** With a stronger system and scanning tools in place Feeltapmedia could rest assured that their clients trade effectively and safely.

- **More formats - more opportunities.** Feeltapmedia achieved significant success on in-app banner trading. Plus, their ad exchange could provide more opportunities with an extended range of available ad formats - audio, native, push, pop, CTV, video, banner.

- **A bigger network of trusted partners.** Advertising solution of Feeltapmedia grew more efficient over time and attracted more partners who desired to join in and grow business with leaders globally - US EAST, APAC, and the other countries globally.

Indirect advantages

Raising a brand's image. While providing service in a mature and stable RTB environment, the company received good feedback from partners which positively impacted the image of their brand.

Less effort and manpower involved. The team of Feeltapmedia emptied time for taking important business decisions instead of meddling with tech maintenance.

Ongoing support and shared expertise. Thanks to the support and timely business advice of qualified account management, Feeltapmedia could connect more demand and supply partners so that their business grew quickly and effectively over time.