

smart  hub



CASE STUDY

SmartHub + Roqoon Media

Growing revenue by 262% and
ROI by 147% in less than 3 months

ROI

147%

Revenue Growth

262%

Payback

2.6 months

About Roqoon Media

Roqoon Media is a global advertising ad exchange that provides programmatic advertising services that span all major business verticals, channels, and geos. Since 2016 Roqoon Media, powered by innovative technologies and high-quality standard advertising practices, has been steadily growing its business. For now, desktop, video, in-app, connected TV, and mobile web mediums are their most popular and sought-after traffic sources.

The mission of Roqoon Media is to pioneer the latest ad tech advancements in order to extract the maximum value from partners' media traffic and let participants collaborate in the ultimately transparent, predictable and well-controlled advertising marketplace.

Quote from Roqoon Media

"If you want to build your own advertising solution, or reinforce the capacities of an existing one, SmartHub — a fully hosted and maintained SaaS ad exchange — will help to do this in the shortest time possible: a plugged-in RTB infrastructure, traffic controls, analytics, scaling option...everything is in place and ready for entering new markets".

Vaidas Petkevicius

CEO of Roqoon Media

Previous Approach

A year before switching to SmartHub, Roqoon Media had been testing a different platform. At first it worked well for their business; however, after a while, limited system functionality and unstable connections became a roadblock on the way to business development. The short synopsis of the issues encountered by Roqoon Media:

- Latency — technology wasn't quick enough to smoothly render creatives, which resulted in slow server response for partners
- Occasional server downtime resulted in lost revenues
- Limited traffic reporting provided no insights regarding potential areas for improvement
- The number of incoming QPS increased, but the solution didn't have a plan for extending capacities

Client's Goals

Roqoon Media looked for an alternative to the previous solution that would help them to seamlessly operate their own RTB marketplace. The new solution had to be reliable in operation, yet flexible enough to accommodate business demands for scalability.

Any new technology on which they could build an open marketplace had to automate real-time auctions, organize transparent price formation, provide robust ad targeting, traffic optimization, and analytics. Such conditions would help to make the most out of existing partners' traffic. This, in turn, would result in higher revenues.

Since Roqoon Media had already assembled a team of verified partners for integration, they wanted their new platform to offer an effortless migration from the old platform without the necessity of involving additional technical specialists. After an extensive vetting process, the company found SmartHub, a technology partner that could satisfy all these conditions and help the company achieve the following results:

- Enter the market with a new tech solution in a month

- Achieve payback in 3 months

- Increase revenues and ROI within 3 months

SmartHub's Strategy

Taking into account the individual needs and objectives of Roqoon Media's business, SmartHub created a complex software implementation plan that fused technology and people to streamline the migration process.

Technology

SmartHub is a customizable, pre-built SaaS technological solution that enables rapid, 1 month-long deployment of an RTB-driven, open marketplace. It automatically sustains second-price and first-price auctions among network partners (SSPs and DSPs) based on the open RTB v2.4 protocol, custom integration for SSP 2.5 RTB partners, and connection based on VAST tags.

Platform features include:

- Precise targeting (locations, languages, carriers, IPs, custom parameters)
- Real-time traffic analytics (incoming and outgoing)
- Fresh stats generated every 20 min.
- Forensiq protected media anti-fraud traffic scanners
- Variety of available ad formats for different channels and mediums
- Sellers authorization
- Global blacklists
- Custom API
- Auction type selection
- Cookie sync among platforms

People

Building its own proprietary tech infrastructure since 2013, SmartHub attracted all kinds of professionals and ad tech experts. The in-house team of product managers, full dev support, ad operations, and a training support team know digital ad operations inside out.

Upon SmartHub installation, the team provides all-encompassing development support, UI personalization, vendor data-provider integrations, and individual support during the integration. With this complex of measures, the transition to the new system is guided and as easy as possible.

Implementation/Solution

SmartHub installation and integration for Roqoon Media:

- Prebuilt SmartHub core was unfolded with necessary integrations and modules, then the system was plugged in for a client
- Special requests for Picalate post bid tag and TMT traffic scanner were satisfied
- The team provided on-request assistance with non-standard DSP integration

The onboarding stages:

- System setup. After the system was plugged, under SmartHub's team supervision, Roqoon Media adjusted their own domains to our data center IPs
- System testing. In order to exclude chances of traffic discrepancies or errors, the system was tested and demonstrated to the client
- SmartHub team provided the client with manuals and user-guidelines
- 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

Competitive advantages that distinguish the platform among others:

- User-friendly interface, navigation, and operation logic that is understandable - even for non-tech specialists
- QPS plans for different capacities
- Unbounded ability to scale a business choosing higher QPS plans
- Transparency of traffic, payments, and overall performance
- Digestible statistics with comparisons
- No traffic limits
- All ad formats designed for different traffic demand (native ads, CTV, video, banner, push, rich media, playable, rewarded, etc.)
- More opportunities for integration (Own DSP, SSPs are available in case the client has a shortage of partners)

Steps that were taken on the client's side to boost platform performance:

Understanding that the performance of business largely depends on human resources, Roqoon Media hired talented marketers, account managers, and sales. The team created a set of strategies and tactical measures for sustainable operation and market positioning that helped the business to find new reliable partners. Then, Roqoon Media negotiated the winning pricings that satisfied connected demand and supply partners. Having reliable partners onboard, Roqoon Media was able to leverage all capacities of SmartHub, and, as a result, earn substantially more money from media-trading.

Results

Based on Roqoon Media calculations

Revenue Growth

The revenue is calculated by subtracting the total SSP spend from the total DSP spend (October-December 2019).

Revenue Growth

262%

October-December 2019

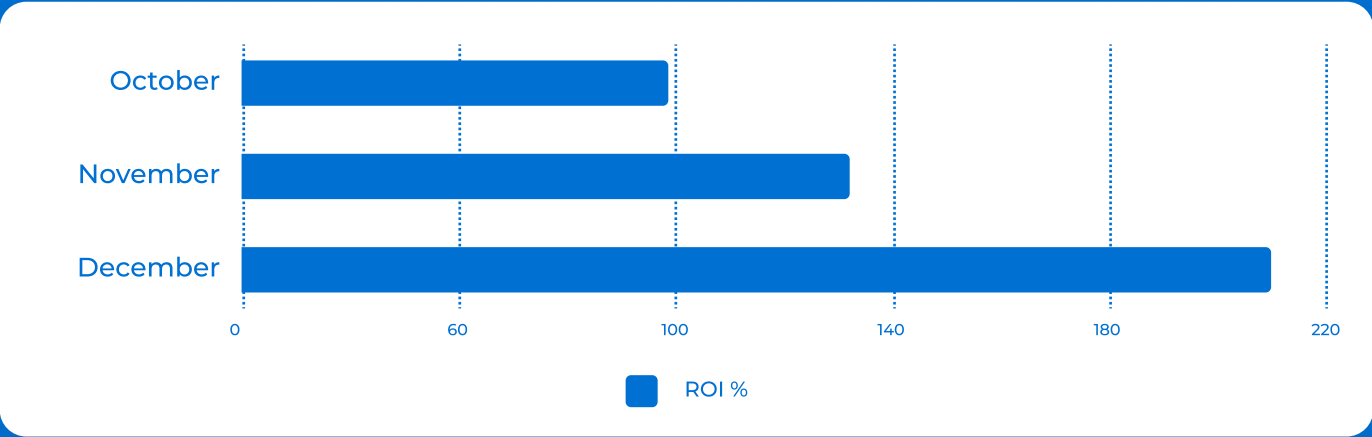
ROI for Roqoon Media

ROI of the Roqoon Media was calculated according to the formula: $ROI = \text{Revenue} / \text{Total Investment} * 100$

October	November	December
98%	131%	208%

End-of-quater ROI 147%

Results



Payback Period

Roqoon Media generates ROI before the third month. The total time to value, or payback period, for the project is **2.6 months**

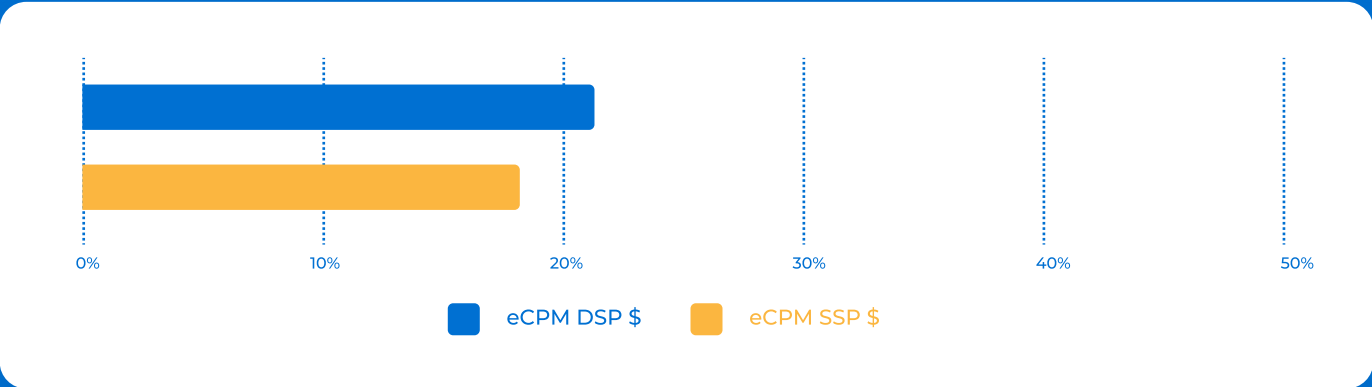
Payback Period

2.6 months

eCPM for DSP and SSP

Bigger eCPM difference between SSP and DSP grows the profit of the platform's owner.

DSP	SSP	Difference
21,2%	18,4%	29%



Summary of results

Individual SmartHub implementation, coupled with smart marketing, positioning strategy and partner selection of Roqoon Media, are the key factors that allowed the company to achieve the following results in 3-months perspective:

- Roqoon Media effortlessly migrated from the old platform and quickly entered the market with a new solution, implementation of which **took less than a month**
- Due to the quick market entry, the company reached a **payback period in 2,6 months**
- From October to December, **revenue increased and reached 262%**
- The ROI **grew by 147%**
- The difference between **DSP and SSP eCPM grew by 29%**

Key benefits:

Reduced spending. The new platform successfully replaced the previous system and reduced the costs for its support and maintenance

Rapid market entry. Pre-built technology made it possible to enter the market with a new solution in less than a month

Increased profit. The accurate performance measurement, traffic insights, and controls allowed the owners to aptly rearrange the right traffic to the right DSPs. Better matched supply with demand triggered substantially more deals, so the profit on the business grew exponentially

Increased ROI. Due to the overwhelming number of successful deals on the platform, Roqoon Media was able to achieve a payback period within 2,6 months, which is even faster than preliminary assessed time.

No latency, glitches, or downtime. SmartHub technology has a strong server infrastructure with a worldwide location that guarantees that ads are rendered instantly and of impeccable quality.

Extended business. After a couple of months, Roqoon Media connected more partners and scaled its platform by switching to Enterprise QPS plan.

Indirect benefits:

Streamlined ad operations workflow.

Thanks to the new, easy-to-operate system, ad ops saved at least 5 hours of work per month for system configuration and analysis. Now, they spend this time monitoring internal processes and creating optimization strategies.

More trusted partner relationships.

Increased traffic insights and analytics make it easy to investigate where impressions take place, their cost, and whether the supply is authorized to sell inventory. These functions helped the client to create a transparent, fair, and highly-trusted media-trading space.

Ability to focus on core competencies.

Instead of dealing with platform support, maintenance, scaling, or updating (tech side), Roqoon Media can count on ongoing platform support of SmartHub and focus on their business objectives instead.