smart ⬡ hub

Toucan Ads Achieved 292% ROI

With SmartHub

Received
a payback
in 3,5 months

Increased profits
by 4494%
in 7 months

Upscaled
to 30K QPS
in 6 months

About Toucan Ads

Toucan Ads is a renowned advertising technology company backed by a team of industry experts with extensive experience in publishing and brand marketing. Their commitment to delivering outstanding results has led them to develop advanced machine learning software, revolutionizing the digital media landscape.

With their innovative solutions, Toucan Ads has empowered numerous advertisers to reach their goals and generate significant revenue for mobile app publishers, including CTV apps and online websites. Clients and partners alike can trust Toucan Ads to handle their advertising needs seamlessly, as their expertise and dedication make navigating the complex world of digital media effortless.

Quote from Toucan Ads

"As we ventured into the RTB market, we struggled to find the right path. SmartHub became our guiding light, enabling us to grow and deliver top-notch solutions to our clients. They know how to start in the best way and what steps to take to succeed. Since partnering with SmartHub, our numbers have been going up. Their SaaS platform is truly remarkable. We love working with SmartHub and appreciate the ongoing support they provide at any time."

Moshe Sabia,

CEO of Toucan Ads

The Previous Approach

One of the distinctive aspects of this client's situation was their complete lack of prior experience in working with Real-Time Bidding (RTB) platforms before engaging with SmartHub. As a result, our dedicated team faced the exciting challenge of creating a comprehensive development strategy from scratch. This involved meticulously designing and building a White Label RTB platform that would cater to the client's specific needs and objectives.

Starting from the ground up allowed us to tailor every aspect of the platform to align with the client's unique business goals and target audience. We conducted in-depth market research and competitor analysis to identify opportunities and gaps in the industry, ensuring our platform would have a competitive advantage and stand out in the market.

The main challenge faced by the client was the difficulty in navigating the Real-Time Bidding (RTB) market and finding the optimal approach to capitalize on its potential. The intricacies and complexities of the digital advertising landscape can be overwhelming, particularly in the context of RTB, where speed, precision, and strategic decision-making are critical.

The client didn't understand how to approach RTB initially, so they turned to SmartHub for assistance.

Client's Goals

Together with SmartHub, Toucan Ads is fully committed to maximizing growth and delivering exceptional solutions to its valued clients. In this dynamic and ever-evolving digital landscape, Toucan Ads understands the significance of staying ahead of the curve. By synergizing their efforts with SmartHub, Toucan Ads aims to harness the power of cutting-edge technologies and innovative strategies to drive success for their clients.

Toucan Ads recognizes that in today's highly competitive marketplace, businesses must continuously adapt and optimize their advertising strategies to reach their target audience effectively.

So, the main goals for the client together with SmartHub were:

- **Reaching payback within 3-3,5 months**

- **Gaining at least double ROI and profit growth within six months**

- **Achieving 2-8 times higher profit growth from Video ads**

SmartHub's Strategy

In response to the specific business requirements conveyed by Toucan Ads, the team at SmartHub has devised a tailored software deployment strategy that places a strong emphasis on people-centric practices.

Understanding the unique needs of Toucan Ads, SmartHub recognized the significance of a holistic and user-focused approach to software deployment. With this in mind, the team has developed a customized plan that prioritizes the individuals involved in the process. By placing people at the center, SmartHub ensures that the transition to RTB is smooth, efficient, and aligned with the overarching goals of Toucan Ads.

In addition, the client requested outsourced support from SmartHub, so we provided them with their personal account manager, who is constantly in contact with the client and ready to resolve any issues regarding the deployment or operation of our platform.

🔧 Technology

SmartHub is a programmatic marketplace powered by real-time bidding (RTB) technology. It facilitates both second-price and first-price auctions based on the RTB v2.4 protocol. The platform offers customized integration for RTB partners using SSP 2.5 and connects through VAST and Prebid.

One notable feature of SmartHub is its ability to enable universal media trading across various connection types, including 'VAST to RTB', 'VAST to VAST', and 'VAST to All'.
This eliminates barriers between partners who operate according to different standards, making the marketplace universally accessible.

The platform incorporates an in-built throttling system that analyzes bid responses from demand-side platforms (DSPs). This analysis helps monitor the type of traffic DSPs are bidding on. By prioritizing the DSPs that place more bids on specific geographical regions, SmartHub ensures that relevant traffic is directed towards those DSPs.

SmartHub collects and analyzes requests and responses logged over a specific period. It automatically examines bid floors, popular geographical locations, and traffic sources to identify potential issues. Notifications are then sent to the platform owner through the dashboard. Additionally, owners have access to reporting features that allow them to investigate sources with low bid rates or identify ad formats that generate the highest profits. This information can be used to optimize the network in the future.

👤 People

Since 2018, SmartHub has been constructing its exclusive technological framework, which includes a dedicated team of product managers, comprehensive development support, server infrastructure assistance, ad operations, and a training support team. By adopting SmartHub, experts offer complete development support, technical assistance throughout integrations, personalized user interface customization, and integrations with third-party data providers.

Outstaffing Account Manager

The client has also opted for an outstaffing account manager from our suite of services. In fact, SmartHub provides a dedicated account manager for constant technical support to each customer. However, an outstaffing manager is a completely different kind of service.

What is an outstaffing account manager?

Outstaffing ad ops involves engaging an individual or a specialized team of ad tech professionals through a contractual agreement with an outstaffing company. While technically employed by the outstaffer, these professionals are hired, trained, and onboarded to exclusively work for your business, seamlessly integrating with your existing team and being efficient members of it.

By opting for this approach, the outstaffing company takes on the responsibilities of hiring, training, payroll, and providing essential equipment for the ad ops professionals. On the other hand, the client benefits from having a fully-equipped and skilled employee who collaborates harmoniously with their in-house team, effectively contributing to the company's operations.

How did it work with Toucan Ads?

In fact, SmartHub hired, trained, and prepared a person specifically for Toucan Ads. In other words, Toucan Ads assigns tasks to this account manager. The account manager's duties include supporting partners, identifying beneficial traffic for the platform and its partners, and devising optimal strategies for monetization.

Additionally, the account manager handles the creation of endpoints, performs optimization, and communicates with partners regarding future advertising campaigns while learning about areas for improvement.

This form of collaboration is advantageous because an account manager from SmartHub is well-versed in all the features and nuances that the platform offers, ensuring the platform's functionality works optimally for the client. Moreover, such an account manager is always the first to be informed about updates and new platform features, enabling faster and more seamless implementation for the client's benefit.

In the end, Toucan Ads got not only a working RTB platform but also someone capable of developing this platform and making it profitable for the client. This client is one of the few cases where our team managed to literally create a ready-to-go business.

Implementation/Solution

SmartHub installation and integration for Toucan Ads

Technological features implemented for a client:

- A ready-made while-labeled platform that features necessary tech modules and server integrations.

Onboarding process:

- Technical setup: The owner tied its domains to our data center IPs;

- The platform was tested in action (excluded chances of traffic discrepancies or delays);

- The client was provided with manuals and guides;

- The client received functionality clarification, platform usage guidelines, and performance optimization advice.

Distinguishable innovative product features:

- Easy-to-scale traffic plans for various capacities;

- Outstanding customer care;

- Total transparency (traffic/payments/performance);

- Non-delay delivery of all-environment formats (video, native, banner, audio, etc.);

- Extended integration (available by request);

- Media trading across different connection types.

Service features for a client:

- Personal account manager from SmartHub.

Client's Contribution to the Overall Performance Boost

SmartHub evaluated the potential for additional integrations within Toucan Ads and customized the product according to specific needs. Paired with Toucan Ads' robust operational and promotional strategies, the solution rapidly achieved optimal performance and secured a favorable market position.

Results

Profit Growth

Profit growth is calculated by a formula:

Profit Growth=Profit June/Profit December*100-100

Profit Growth
4494%
December-June

ROI Growth

ROI of Toucan Ads was calculated according to the formula:

ROI = Net Profit / Total Investment*100

How ROI multiplied from December 2022 to June 2023.

ROI Growth
292%
December-June 2023

Payback Period

The payback period
for Toucan Ads was achieved in 3,5 months.

Payback Period
3,5 months

Advertising format with the highest profit

Video Ads Brought
8 times more profit
in April-June, compared with Banner ads

*Given results do not display taxes and all client's expenditures invested in the overall process that contributed to the following results.

Summary of Results

SmartHub's strategic approach was instrumental in fortifying and launching the Toucan Ads product, bolstered by the implementation of RTB auction automation. This automation enabled seamless and effective management of overall supply and demand. By integrating Open RTB technology, personalized installation, a dedicated account manager, and Toucan Ads' intelligent positioning, the solution experienced an impressive and swift rise in popularity.

As an outcome, the company has achieved the following results:

- Migrated to the new marketplace within **a few weeks;**
- The break-even point was achieved after **3,5 months** of operation;
- The profits increased by **4494% in 7 months;**
- ROI increased by **292% in 7 months;**
- Increased platform capacity in May 2023 (**from 20K to 30K**).

Key Benefits

Visible profits. Tangible gains were observed after collaborating with SmartHub. The client's platform, previously stagnant, experienced a surge in activity upon implementation. The SmartHub system empowered the client to navigate, fine-tune, and analyze their media-trading process by leveraging traffic, analytics, administrative controls, and other dashboard functions. This resulted in an enhanced marketplace performance, enabling smoother traffic distribution, increased deals, and ultimately higher profits.

Enhanced ROI. The integration of supply partners by the client yielded an improved return on investment (ROI) as the traffic was effectively managed through the system, facilitating a swift payback.

Extended capacities. As the client's business expanded, they seamlessly integrated additional advertising partners, allowing the platform to scale effortlessly from 20k to 30k, thereby extending its capacities.

Indirect Advantages

Saved time. Time efficiency was significantly improved as the workflow and technological aspects were seamlessly managed in the background, with media trading automated through an RTB bidder. Consequently, employees gained valuable additional hours each month to focus on strategizing and enhancing other areas of the business.

More analytics and reporting. Toucan Ads leveraged robust analytics and reporting capabilities to gain regular insights into the performance of each integrated partner, ad format, and traffic type. This empowered them with transparency at the impression level, allowing for auditing of costs, placement, and authorized inventory and sellers.

Outstaffing account manager. The introduction of an outstaffing account manager has changed the relationship between the client and the manager, as now the manager works basically for the client, providing them with constant help and support to achieve greatest results. This collaborative approach ensures that the client's business thrives and grows through competent management.