

smart  hub



CASE STUDY

# Take1ads Deploys SmartHub

Achieving 585% revenue growth (Q3 vs Q4),  
ROI boost of 571%, and payback period in 4 months.

ROI

**571%**

Revenue Growth

**585%**

Payback

**4 months**

## About Take1ads

Take1ads is a worldwide-scale marketing company that has a strong focus on developing cutting-edge omnichannel video advertising solutions and delivering advantageous monetization to publishers based on CPM.

The company collaborates with reputable publishers and advertisers to provide better reach and viewability to the ads. Fusing the capacities of programmatic technologies with direct deals, the company manages to satisfy the media-trading needs of various demand and supply partners.

## Quote from Take1ads

“SmartHub for us is the next programmatic technology advance that worked as a key trigger of our ad business take-off. It provides visibility and control over performance, budgets, partners, and most importantly, it gives us leverages to fine-tune and tailor the media-trading process so that it generates high profits and ROI. SmartHub is the only solution that enables building such an efficient platform in a mere week.”

**VP of Operations of Take1ads**

## Previous Approach

Take1ads strived to launch their own RTB ad exchange that would strengthen their video capacities and provided opportunities to scale as their business grew.

SmartHub wasn't the first solution Take1ads tried. Before this company tested different variants including server rentals and the entire turnkey platform installation organized by another company. Traffic limitations, discrepancies, and timeouts were among the first problems that Take1ads faced. The company decided to find another solution that would help to resolve these issues and help with the following substantial obstacles that they encountered later:

- Inability to scale the marketplace as the number of QPS increased
- Server downtimes resulted in fewer deals and thus, lost revenues
- Latency distorted ad serving process as creatives couldn't render properly

# Client's Goals

When Take1ads partnered with SmartyAds its initial goals were to find a solution that would help the company to overcome all problems they experienced before. Because of flexible technology capabilities and scalability options, SmartHub delivered to Take1ads the necessary tech background for streamlined workflow.

By that time Take1ads already grew a community of proven advertisers and publishers who they wanted to integrate into the marketplace. With an abundance of integration options and inventory authorization mechanisms featured in SmartHub creating a unique and safe ecosystem didn't pose a problem. By using SmartHub, Take1ads could achieve increased transparency, system accountability, and unparalleled safety of the privately operated network.

Also in SmartHub, Take1ads found new video advertising opportunities (lots of video and other ad formats), VPAID player for VAST ads, extended video partner integration options, etc. The ultimate advantage of SmartHub was that its prebuilt core enabled rapid installation and thus quicker achievement of the following goals:

- Starting the ad exchange in a month with all demand and supply partners onboard
- Achieving payback in 4 months
- Multiplying ROI by 571% and revenues by 585% in 4 months

# SmartHub's Strategy

Taking into account the needs, goals, and KPIs that Take1ads planned to achieve, the SmartHub team created an individualized ad exchange deployment approach that included technical assistance and comprehensive onboarding. 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 a pre-built RTB-based technological platform that enables the deployment of fully functional ad exchange in a week. It is based on the white label technology concept (a ready-made core) thanks to which deployment takes much less time, labor, and money. On top of that solution minimizes risks associated with reliability as the platform is time-proven and doesn't need testing to make sure it works without interruptions or glitches. SmartHub supports second-price and first-price auctions RTB v2.4 protocol, custom integration for SSP 2.5 RTB partners, and connection based on XML/VAST tags.

Platform features include:

- Targeting types (traffic type, ad format, ad sizes, geo, sources, publisher IDs, connection type, device OS, and more).
- Traffic navigation system
- Real-time analysis of incoming and outgoing traffic
- Regularly generated stats (every 20 min.)
- A set of anti-fraud scanners and inventory/publisher authorization mechanisms
- The abundance of ad formats
- White and blacklisting for traffic filtering
- Option to choose the auction type
- Custom API
- Cookie synchronization between platforms

## People

SmartHub features an experienced in-house team of product managers, full dev support, server infrastructure support, ad operations, and training support professionals. A people-based approach provides additional advantages as the client gets individual support during the integration as well as business consultations throughout the entire course of service delivery.

# Implementation/Solution

## SmartHub installation and integration for Take1ads

- The technological core of the marketplace was unfolded with all necessary prebuilt modules and integrations in a week.
- A custom adapter was developed for the client - allows adding Tag ID, a pub ID, site ID for certain DSP partners that have specific requirements to the requests received.
- Special request - the team made a custom development for the client that allows WhiteOps to scan the traffic through the tag implementation.
- Take1ads was provided with ad operations support, training, and continuous dedicated post-purchasing assistance.

## Competitive advantages that distinguish the platform among others

- Unique DSP & SSP partners
  - Intuitive interface and simple navigation logic
  - Scalability to accommodate various traffic workload and no traffic limitations
  - Profound performance stats (by format, partner, traffic type, etc)
  - The abundance of ad formats (native ads, CTV, video, banner, push, rich media, playable, rewarded)
  - Leverages for traffic distribution among partners and optimization (whitelists, blacklists)
- Lots of partner integration opportunities:
- RTB, VAST tags, XML, etc.

## The onboarding stages

- After the system was plugged in, Take1ads received an intro letter from the Account Manager. The region and the type of setup were selected.
- Technical setup: Under the guidance of the SmartHub tech team, Take1ads tied their own subdomains to data center IPs provided by the Account Manager.
- Platform testing: The system was tested in action by the Account Manager to make sure that the traffic is being sent, the platform is bidding, and that there are no discrepancies due to technical issues).
- Education: The Account Manager organized an intro call with Take1ads. Take1ads received a full demonstration of platform functionalities and necessary onboarding documents.

## Client's contribution to the overall performance boost

The client organized regular media-trading optimizations, tracked partners' performance daily as well as their tasks. With the SmartHub team, they added an adapter for custom field parameters on the DSP side and released DSP VAST before the deadline. Thanks to this strategy the solution quickly reached its peak performance and attained the right market positioning.

# Results

Based on Take1ads calculations\*

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

## Revenue Growth

Revenue growth was calculated according to the formula:  
Revenue Growth = Revenue Q4 - Revenue Q3 / Revenue Q3

Revenue Growth

**585%**

Q3 - Q4

## ROI Growth

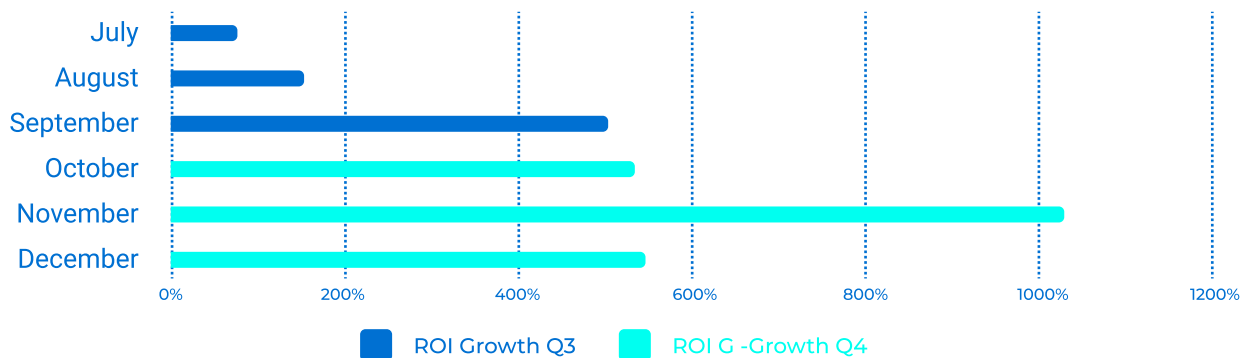
ROI of the Take1ads was calculated according to the formula: ROI = Revenue/Total Investment\*100

Total ROI Growth

**571%**

Q3 - Q4

ROI Growth Q3			ROI G-Growth Q4		
July	August	September	October	November	December
62,70%	159,28%	502,36%	528,62%	1107,73%	533,94%



## Payback Period

The total time to value or payback period for Take1ads marketplace was achieved in 4 months.

Payback period

**4 months**

# Summary of Results

Carefully crafted strategy, individual approach to installation, and wisely chosen demand and supply partners were those major factors that allowed Take1ads to achieve their goals quickly:

- A fully functioning hosted, and maintained marketplace was launched in **less than in a week** which enabled the company to enter the market.
- Rapid market entry worked as a catalyst for hitting the **payback in just 4 months**.
- From July to December (Q3-Q4) **revenue has climbed to 585%**.
- Throughout the year **ROI grew accounting for 571%** for the Q3-Q4 period.

## Key Benefits

- **Reduced costs for installation.** By setting up a pre-built platform the client saved money as such a concept doesn't require labor investment in coding, designing, testing, licensing, and installation of ad exchange from scratch.
- **Faster launch.** The pre-built core is what helped the client to enter the market very quickly.
- **Higher profits.** The system allowed the client to navigate, adjust, and analyze the media-trading process using traffic leverages, analytics, admin controls, and other dashboard functions that increase the effectiveness of marketplace functioning. Correct traffic distribution facilitated more deals and higher profits as a result.
- **Enhanced ROI.** The client integrated supply partners onboard and effectively matched the traffic through the system, thanks to this the payback was achieved in 4 months.
- **Smooth workflow.** The server infrastructure with a worldwide location eliminated problems previously encountered in other solutions: latency, glitches, and downtime.
- **Extended capacities.** Later as the business grew the client connected more video advertising partners and easily scaled the platform from 10k to 50k.

## Indirect advantages

**Released time.** The time previously spent on system maintenance and updates is now spent more productively. Since the workflow and tech side is maintained on the background the employees have 7 additional hours per month to invest in strategizing the other aspects of their business.

**Safety, trust, and transparency.** Robust analytics and reporting deliver regular 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. All this leads to greater clarity, brand safety, transparency, and trust between partners.

**Focus on business.** With SmartHub Take1ads commissioned platform support to professionals. As well platform managers work with a client side-by-side to provide ongoing platform support and consultations to make sure their business thrives.