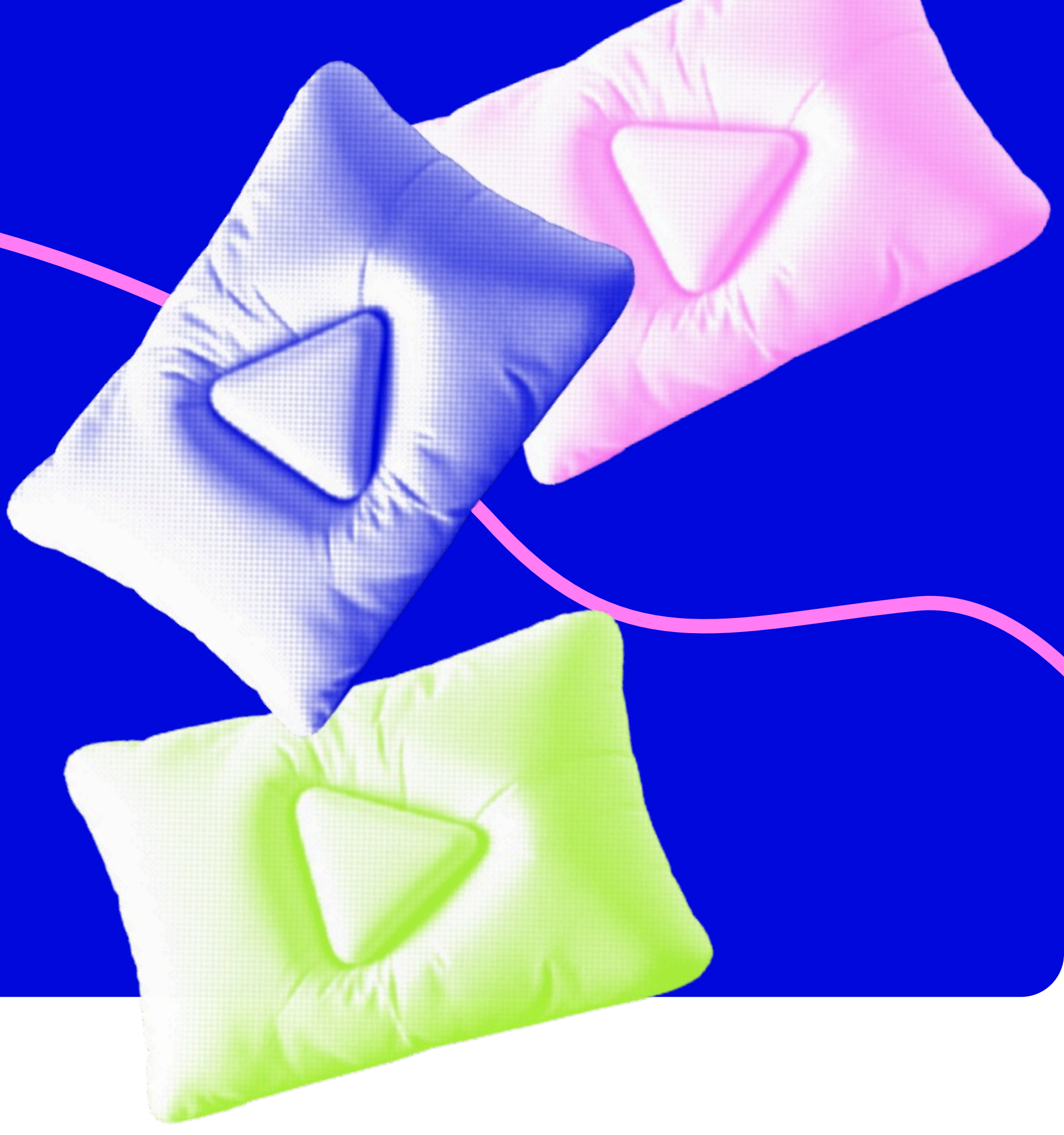


DRIVING MAXIMIZED SCALE AND **74% HIGHER CTR** IN PROGRAMMATIC VIDEO VIA SUPERIOR SUPPLY INTELLIGENCE



OVERVIEW & CHALLENGE

Smart Supply provides an AI-powered, human-led optimization layer that sits across the programmatic stack. Our approach is to apply outcomes-based intelligence to filter and prioritize quality inventory directly at the source of supply, moving beyond traditional programmatic buying.

In this campaign, we partnered with omnichannel SSP OpenX, specifically leveraging their commitment to transparent inventory and scalable reach, to tackle a critical mandate from a major technology client (blinded). The primary objectives were **maximum reach and clicks (Scale + CTR)** across a short flight, coupled with **maximizing Cost Per Click (CPC)** efficiency. The initial results were so strong that the campaign immediately set a new benchmark for programmatic efficiency.

SOLUTION

To meet this critical scale and efficiency challenge, our proprietary AI-driven intelligence system was leveraged to create specialized deal IDs with OpenX. By utilizing Smart Supply's signals to apply performance logic directly to the supply side, we were able to execute two critical strategies:

→ Supply-Side Filtering

The optimization layer continuously analyzed real-time performance and supply signals to identify and prioritize high-engagement video placements, specifically within premium mobile OS environments. This ensured inventory quality matched the client's brand safety and drove high-intent traffic, effectively filtering out irrelevant audiences before the bid.

→ Scale-Optimized Bidding

The human-led team used supply-side data to dynamically manage bid floors and deal constraints. This approach successfully optimized for CPC while delivering the necessary scale, proving the power of a collaborative, outcomes-based supply path.

KEY RESULTS

One-week campaign

8.78%

High CTR

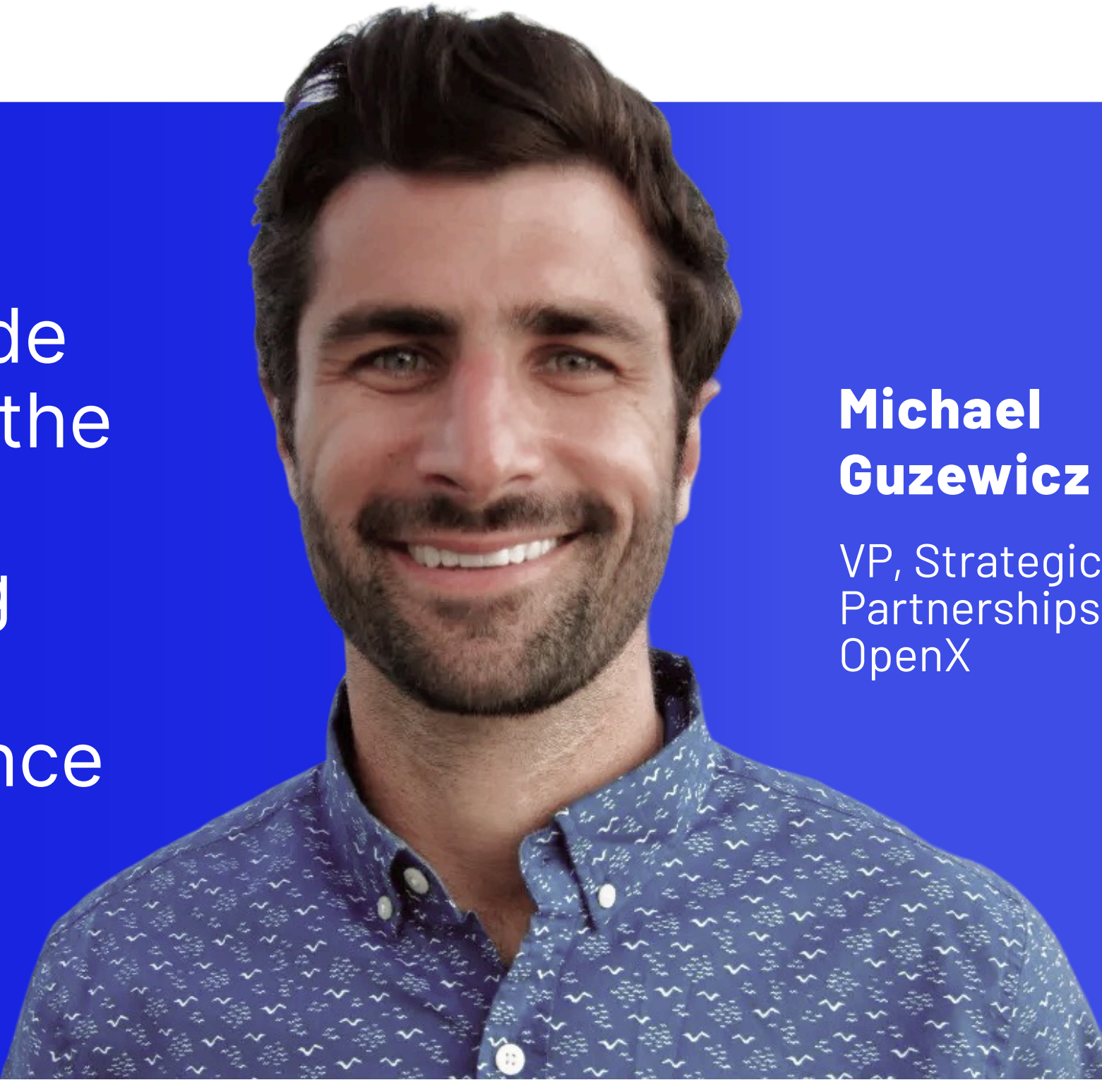
The result of effective, supply-side filtering that prioritized high-intent, high-visibility video placements. This CTR was 74% higher than other deals on the campaign confirming the deal's engagement quality

\$0.15

Highly Efficient CPC

This competitive CPC was achieved while driving the highest scale and CTR for the campaign, demonstrating that OpenX provides exceptional value when leveraged by the Smart Supply optimization layer

OpenXSelect elevates how brands and agencies approach programmatic media by bringing supply-side targeting and granular inventory control directly into the supply path. That gives teams access to transparent quality, brand-safe inventory and advanced targeting capabilities that don't sacrifice quality for scale. This collaboration allows buyers to optimize for performance and direct spend where it matters most.



Michael Guzewicz
VP, Strategic Partnerships
OpenX

CONCLUSION

This campaign validates the strength of combining Smart Supply's agnostic intelligence with the quality supply of the OpenX. OpenX provided the ideal foundation for our logic to find and prioritize the most cost-efficient inventory at the largest scale. The outcome - superior reach, engagement, and critical cost efficiency - underscores the proven effectiveness of applying outcomes-based, sell-side optimization to OpenX's inventory for sustained performance.

OpenX's focus on transparent, high-quality inventory makes them an ideal partner for Smart Supply's outcomes-driven approach. We **combine our AI intelligence with their foundational supply quality** to deliver results so strong that our clients rely on us for their most critical scale campaigns.



Brittany Scott
VP Growth,
Smart Supply

PARTNER WITH OUR TEAM TO GET STARTED

