



BBM Targets, Optimizes, and Doubles Revenue with Smaato

BBM® is a globally-popular communication app that “is the best way to connect and share instant messages, pictures and more for free, in real time—all with speed, control, and privacy.”

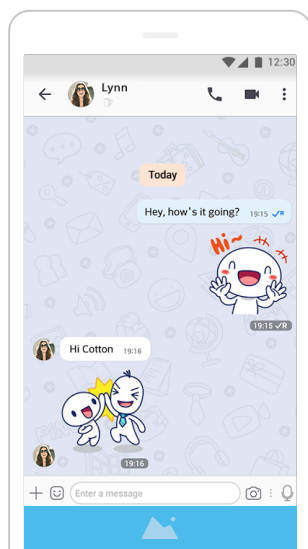
BBM began working with Smaato in December 2014. The key reason they chose Smaato for their monetization solution was for international coverage. With over 420 global demand partners, Smaato has a full stack of programmatic advertisers looking to place their creative within BBM, particularly in their high-traffic regions of Indonesia, Saudi Arabia, and Latin America.

BBM’s best-performing ad unit through Smaato’s Publisher Platform (SPX) is the 300x250 banner, which includes native media, rich media, and image ad formats. While Smaato reaches virtually all audiences across the world, some of the top BBM audiences were found in Indonesia, Venezuela, Argentina, Singapore and many English-speaking countries.

“Smaato offers BBM a breadth of ad formats, a feature-rich self-service platform with flexibility to adjust floors, view performance at a granular level, and an account management team that is engaged to help setup Private Marketplaces and optimize performance. They have been a part of BBM’s monetization strategy since December 2014 and continue to be a key partner for indirect demand.”

Haridas Nair

VP of Business Development, Emerging Solutions at BlackBerry



Smaato’s Strategy

Smaato and BBM showed steady and strong growth in eCPM performance during the whole of 2015. With active floor supervision, Smaato’s Account Management team was able to improve performance by 25% between October-November 2015, and growth is further being primed through a close partnership between the two companies. The 300x250 ad size was the top performer for BBM during this time period, with the majority of revenues coming from their top market in Indonesia.

Smaato’s Account Management team cares deeply about its publishers’ success. The Smaato team provided banner optimization to BBM and it quickly resulted in Smaato filling rich media-enabled inventory, native ads as well as private marketplace (PMP) on SPX. Smaato is now one of BBM’s primary platforms for PMPs across the globe.

Fast Facts

- Devices: **Android & iOS**
- Category: **Society**
- Target Audience: **Business Professionals**
- Monthly Traffic: **6 Billion**
- Ad units: **300x250, Native, Rich Media & Image**