

Luxury Shopping Pre-Packaged Deal

For reaching those who like the finer things, there's no deal finer than this one.

Cross-Channel Reach Builds Trust

Consumers may not be buying big-ticket items on a whim. Luxury vehicles, designer looks, fine jewelry, travel, and the like are all purchases that require some thought and research as buyers take their time to consider their options.

Reaching these big spenders across different environments and through different devices can help improve your brand recognition. In turn, this helps build trust prior to purchase.

Our pre-packaged deal offers a hand-curated collection of premium inventory designed to extend your reach to luxe consumers.

What Are Pre-Packaged and Open Deals?

Our Pre-Packaged and Open Deals consist of a whitelist of apps curated by Smaato's team of advertising experts.

These pre-selected packaged deals run on the open market and are set up directly through the Smaato Demand Platform (SDX) — this means that you can work with a Smaato Client Partner Manager to purchase packages with no time constraints or fixed prices, as are often seen with preferred or private deals.



Meet Our Luxury Pre-Packaged Deal

We put together a pre-packaged deal to help agencies, brands, marketers and DSPs reach a big-spending audience across devices.

This deal is designed to help you reach audiences with high value intent, from auto-intenders to luxe shoppers, to those planning big getaways and luxury travel experiences.

Featured Inventory

Featured Inventory includes supply from premium brands and is format agnostic, so you can reach consumers with native, rich media, CTV, instream and outstream video, and interstitial ad formats.



CBS News

Monthly Requests: **3.8 Billion**
Popular Ad Sizes: **300x250, 1280x720, 480x320, 300x600, 320x50**



CBS Sports

Monthly Requests: **9 Billion**
Popular Ad Sizes: **320x50, 728x90, 300x250, 320x480**



People

Monthly Requests: **9 Billion**
Popular Ad Sizes: **300x250, 320x50, 200x104, 300x157, 728x90**



Esquire

Monthly Requests: **144.9 Million**
Popular Ad Sizes: **480x320, 300x250, 250x250, 336x280, 300x50, 320x50**



Bloomberg

Monthly Requests: **119.8 Million**
Popular Ad Sizes: **300x250, 480x320, 300x600, 300x100, 728x90**



Forbes

Monthly Requests: **145 Million**
Popular Ad Sizes: **300x250, 320x480, 300x600, 160x600, 120x600**



Marie Claire

Monthly Requests: **466.7 Million**
Popular Ad Sizes: **480x320, 300x250, 160x600, 300x1050**



Town and Country

Monthly Requests: **27.5 Million**
Popular Ad Sizes: **300x250, 250x250, 336x280, 300x50, 320x50**



HGTV

Monthly Requests: **20.6 Million**
Popular Ad Sizes: **1920x1080, 1280x720, 250x130, 300x250, 336x280**



Travel Channel

Monthly Requests: **4.44 Million**
Popular Ad Sizes: **1920x1080, 250x130, 480x320, 320x50**

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Getting Started

It's simple to get started. Contact your Client Partner Manager, and they can help you get your pre-packaged deal set up. Or, for self-service, sign into SDX and visit the Marketplace Tab, where you can select and target the inventory with just one click.

Smaato's digital ad tech platform is the only omnichannel ad server and monetization solution with controls to make monetization simple. Publishers can bring their first-party data and manage all inventory in one place. Marketers get access to the highest-quality inventory so they can reach audiences around the world and on any device. Headquartered in San Francisco, Smaato is part of Verve Group, a Media and Games Invest (MGI) company, with additional offices in Hamburg, New York, Beijing, and Singapore. Learn more at www.smaato.com.