Pre-packaged deals
Extend your reach and hit your KPIs with pre-packaged deals

What is a pre-packaged deal?
Pre-Packaged Deals are curated offerings that bundle inventory by type (like sports or weather) or by KPI (like viewability or video completion rate). These deals can help you reach audiences around the world, on any device, and across all kinds of inventory.

Pre-packaged deals offer several key advantages

- Simple and Accurate Targeting
- Increased Campaign Reach
- Traffic Cost Reduction
- Easy, Straightforward Activation

At Smaato, we offer a wide selection of deals, including:

Ad format

- CTV
- In-Game Advertising
- OTT
- Rewarded & Interstitial Video
- Vertical Video
- DOOH

Advocacy initiative

- DE&I
- Sustainability

Inventory category

- Comscore Premium
- E-Commerce
- Gaming
- Health, Fitness & Wellness
- Travel
- Live Sports
- Music & Audio
These deals are constantly refreshed and new deals are added regularly. Check the pre-packaged deal portal to see the latest!
Discovering inventory through our pre-packaged deal portal

We’ve made it simple to explore all kinds of deals through our pre-packaged deal portal. Learn about each deal, including featured inventory, seasonality, related events, and more.

Explore all deals at smaato.com/deals

Have another deal in mind? Our deals are fully customizable, giving you added flexibility and control. We can also create fully custom deals to help you reach your goals.

FAQs:

Q: Do pre-packaged deals have specific pricing attached to them?
A: As these deals run at the same priority as the Open Auction, you are free to bid based on the inventory you value. If you are looking for specific pricing, please reach out to your Client Partner Manager to customize a deal.

Q: Are the pre-packaged deals evergreen?
A: All of our deals are constantly updated to ensure you have access to the newest and most relevant inventory. To stay up to date on all offerings, please check out our Pre-Packaged Deal portal at smaato.com/deals!

Q: Can these deals be customized?
A: Absolutely, we can create custom deals, or modify existing deals. Please reach out to your Client Partner Manager to learn more.

Q: Are these deals omnichannel?
A: With the exception of ad format-specific deals listed above, all of our offerings are omnichannel and cross-device.

Q: How are pre-packaged deals activated?
A: 1. Log in to Smaato Demand Platform (SDX)
   2. Click on the marketplace tab
   3. Select the Pre-Packaged Deal of your choice
   4. Click create open deal
   5. Add any desired additional targeting under traffic targeting
   6. Copy the Deal ID, and save the line item

Of course, we’re here to help!

For more information on pre-packaged deals, or to activate a deal, please contact your client partner manager.