Meet Smaato demand

Publishers, get to know why agencies, brands, and DSPs rely on Smaato to reach audiences around the world and on any devices. Our built-in demand can help you thrive.

About us

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. Smaato is part of Verve Group, a Media and Games Invest (MGI) company.
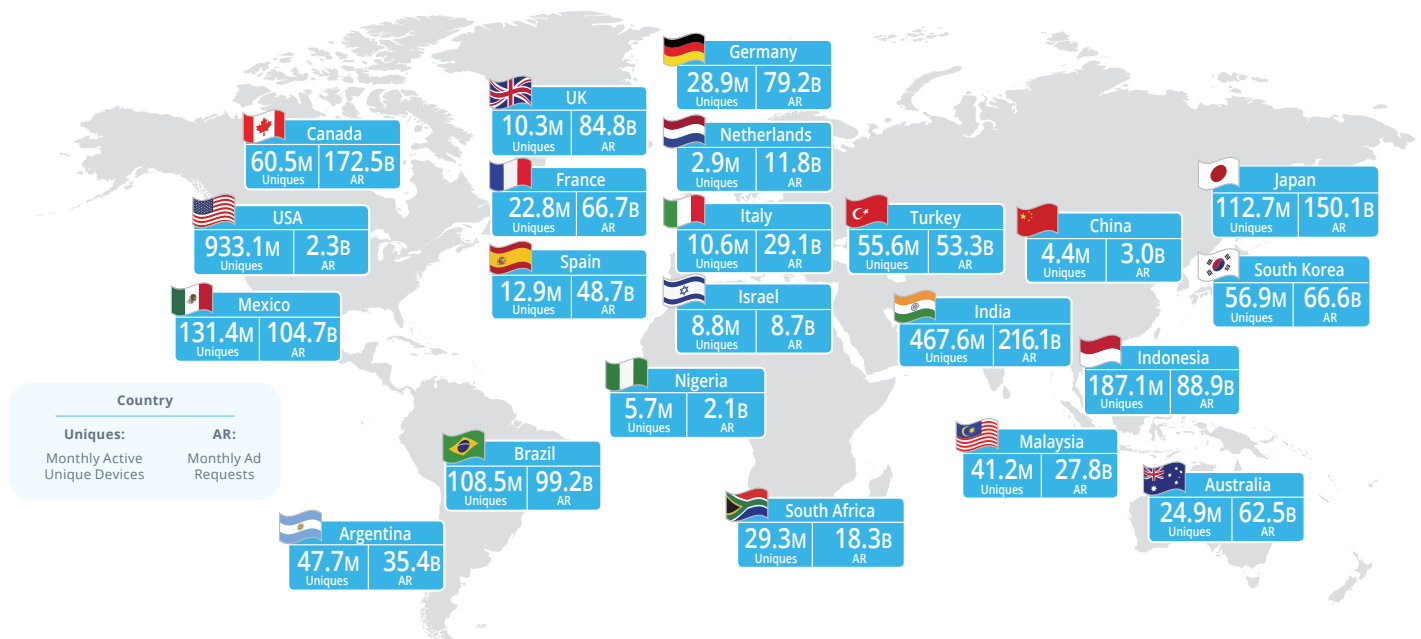
Our demand partners

We work with a range of demand partners worldwide, including:

- Brands
- Agencies
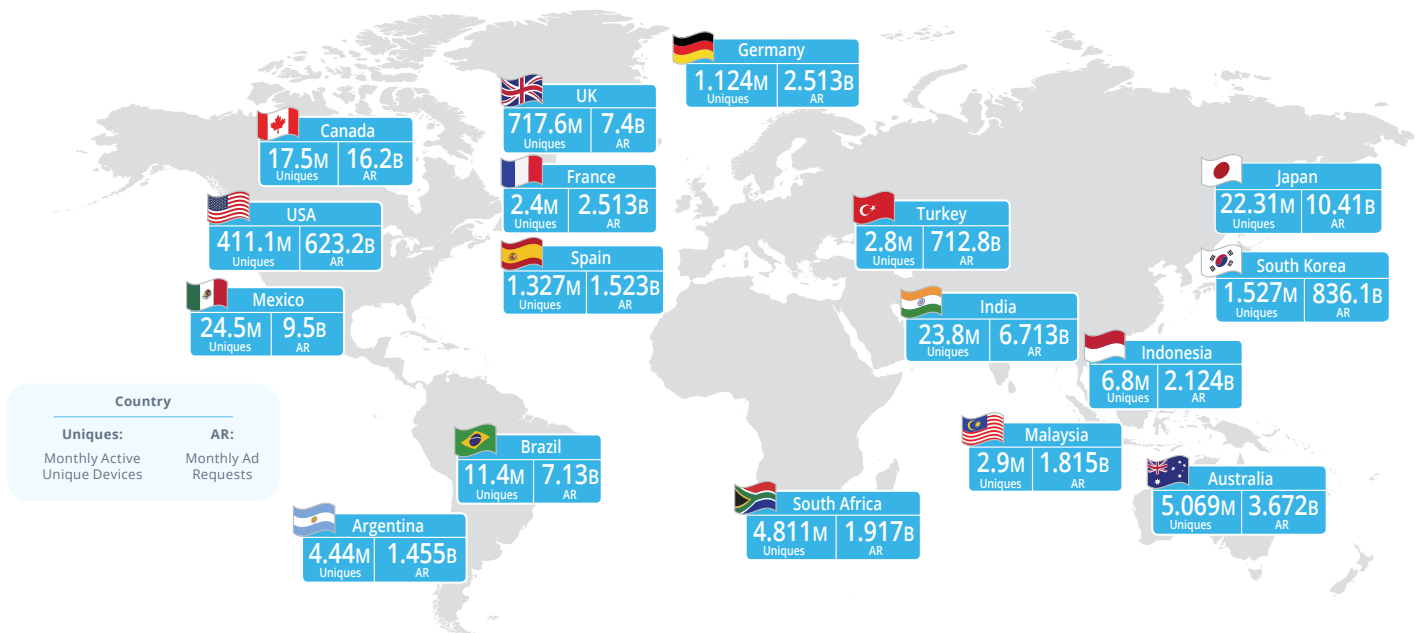- DSPs (Demand-side Platforms)

Our reach

We reach screens and devices all around the world.

Germany — 28.9M Uniques | 79.2B AR
UK — 10.3M Uniques | 84.8B AR
Canada — 60.5M Uniques | 172.5B AR
Netherlands — 2.9M Uniques | 11.8B AR
Japan — 112.7M Uniques | 150.1B AR
France — 22.8M Uniques | 66.7B AR
Italy — 10.6M Uniques | 29.1B AR
Turkey — 55.6M Uniques | 53.3B AR
China — 4.4M Uniques | 3.0B AR
USA — 933.1M Uniques | 2.3B AR
South Korea — 56.9M Uniques | 66.6B AR
Spain — 12.9M Uniques | 48.7B AR
Israel — 8.8M Uniques | 8.7B AR
India — 467.6M Uniques | 216.1B AR
Mexico — 131.4M Uniques | 104.7B AR
Indonesia — 187.1M Uniques | 88.9B AR
Nigeria — 5.7M Uniques | 2.1B AR
Malaysia — 41.2M Uniques | 27.8B AR

Country
Uniques: Monthly Active Unique Devices
AR: Monthly Ad Requests

Brazil — 108.5M Uniques | 99.2B AR
South Africa — 29.3M Uniques | 18.3B AR
Australia — 24.9M Uniques | 62.5B AR
Argentina — 47.7M Uniques | 35.4B AR

Source: Smaato Publisher Platform

Our reach

We reach screens and devices all around the world.

Germany 1.124M Uniques | 2.513B AR

Canada 17.5M Uniques | 16.2B AR

UK 717.6M Uniques | 7.4B AR

France 2.4M Uniques | 2.513B AR

USA 411.1M Uniques | 623.2B AR

Spain 1.327M Uniques | 1.523B AR

Turkey 2.8M Uniques | 712.8B AR

Japan 22.31M Uniques | 10.41B AR

South Korea 1.527M Uniques | 836.1B AR

India 23.8M Uniques | 6.713B AR

Indonesia 6.8M Uniques | 2.124B AR

Mexico 24.5M Uniques | 9.5B AR

Malaysia 2.9M Uniques | 1.815B AR

Australia 5.069M Uniques | 3.672B AR

Country

Uniques: Monthly Active Unique Devices

AR: Monthly Ad Requests

Brazil 11.4M Uniques | 7.13B AR

South Africa 4.811M Uniques | 1.917B AR

Argentina 4.44M Uniques | 1.455B AR

Source: Smaato Publisher Platform

Indexed global ad spending by month

Worldwide, 2019-2021

Indexed Ad Spending

January February March April May June July August September October November December
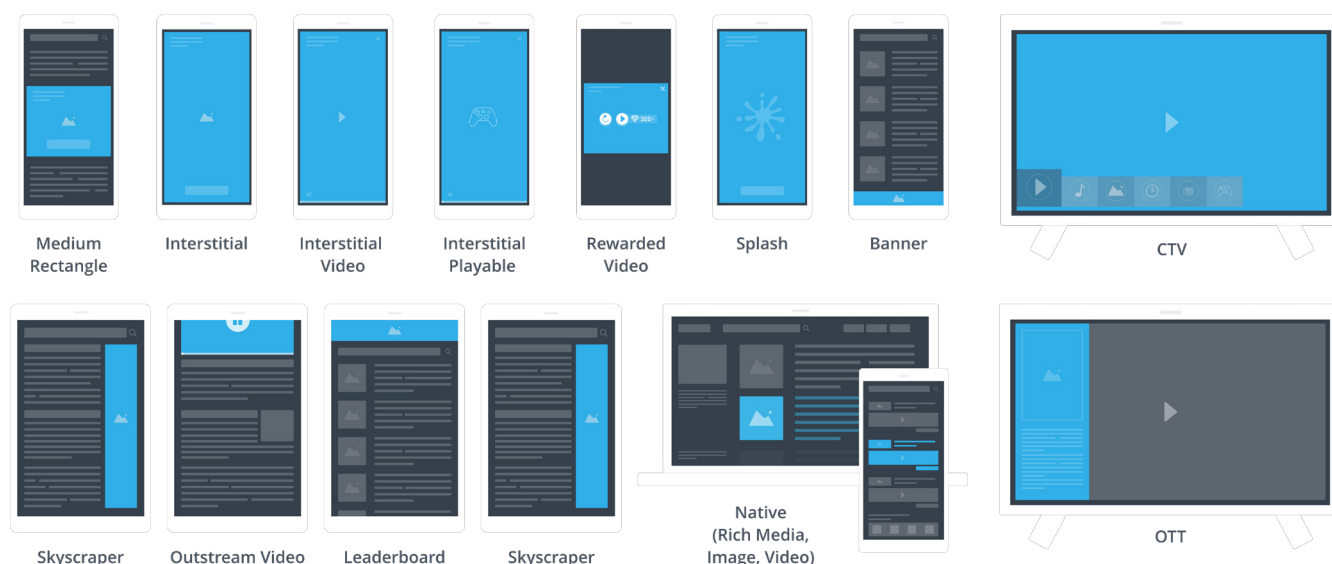
● 2019   ● 2020   ● 2021

Source: Smaato Publisher Platform

Ad environments

At Smaato, we are truly omnichannel. We help publishers monetize inventory across OTT/CTV, desktop and mobile web, in-app, and gaming environments. We're constantly evolving to keep up with the latest formats and trends to help publishers maximize their monetization opportunities.

Ad formats

Your inventory, your way. We support native ad formats (including image, rich media, and video), video (including OTT, CTV, instream, and outstream), static display, interstitials, rewarded video, and so much more.

Medium Rectangle · Interstitial · Interstitial Video · Interstitial Playable · Rewarded Video · Splash · Banner · CTV

Skyscraper · Outstream Video · Leaderboard · Skyscraper · Native (Rich Media, Image, Video) · OTT

Intuitive UI and in-depth reporting

We make it simple to set up your line items, and to glean the insights you need to make better optimizations. Plus, with automated standard reports, you can get regularly scheduled updates on key performance metrics.

A clean, protected marketplace

Our teams work tirelessly to stop fraud in its tracks, and to prevent ad fraud from happening in the first place. We offer pre- and post-bid traffic checks to make sure that the supply we bring on is as clean and protected as possible. Plus, we work with industry-leading partners, like HUMAN, to help protect publisher reputations and build brand confidence, and Geoedge, to maintain high-quality ad standards. Furthermore, Smaato's own NextGen SDK acts as an automatic blocking tool for potentially harmful pop-ups and auto-redirects.

We know that your reputation relies on making sure no bad ads sneak through. Our Ad Quality team is dedicated to ensuring that the content served to your users and viewers is appropriate and safe. Using a blend of technology, industry partners, and human intelligence, to stop bad ads in their tracks and protect your user experience.

Learn more

To learn more about what Smaato has to offer Publishers, get in touch!