

OTT Advertising With Smaato

In a rapidly changing landscape, over-the-top advertising (OTT) gives marketers an opportunity to reach highly engaged audiences. Smaato's Digital Ad Tech Platform makes it simple to get started.

The Rise of Over The Top Advertising (OTT)

OTT is defined as video streaming via the internet on any kind of device, including smartphones, tablets, CTVs, and many others.

From an ad format perspective, that means instream video — reflecting the same viewer environment as its traditional TV counterpart.



Peace of Mind

In-House DAI helps eliminate fraud, and with way less latency.

Better Insights, Better Targeting

We offer granular reporting on channels, playlists, pods, slots, and more.

Time in the Spotlight

We offer competitor separation and creative deduplication.

Bid Your Way

Bid by slot or by pod increase your exposure by bidding on multiple slots per pod.

How Does It Work?

A number of key features and technologies underpin Smaato's approach to OTT video advertising:



Dynamic Ad Insertion (DAI)

This is the process of stitching ads into video streaming content on the server before the user begins watching, rather than serving ads on the device while the user watches.

Because ads are stitched into specific videos, ad content can more closely align with video content, increasing engagement. Ad quality also matches content quality, which eliminates buffering to deliver a smoother viewer experience.

At Smaato, our DAI is all completed in-house and with far less latency. By cutting out the middleman, we eliminate the high risk of DAI fraud, giving you confidence that your creative will be delivered without any hiccups.

Ad Podding

VAST video ads are served as a group of sequential ads played back-to-back (just like a commercial break on TV), rather than as an individual ad. Each ad in a pod is referred to as an "ad slot." Like DAI, this provides an opportunity for more contextually relevant creative.

Ad Pod Bidding

We present ad pods to our marketers in two different ways – by the pod and by the slot.

Ad Pod Exposure

We expose the entire ad pod to you in the bid request by sending an impression object per ad slot. This gives you the opportunity to bid on one or more slots in an ad pod, to further amplify your brand message. We can also send ad pods to you slot by slot so your advertising campaigns can be even more targeted.



We offer **creative deduplication** to ensure that no two identical ads appear in the same pod. We also include **competitor separation** to limit ads from the same IAB category from appearing in the same ad pod, so your brand message performs its best and doesn't get watered down.

Ad Pod Auction Types

Our marketers are not limited to an open auction nor manual direct deals when it comes to connecting with our publishers. Whether through private exchange RTB, or programmatic direct deals like preferred or guaranteed, marketers can have more flexibility around how they connect with publishers and the channels they use to bid on inventory.

Ad Pod Header-Bidding

All of the functionality we offer for ad pod bidding is available for header bidding, as well. An auction occurs via our Prebid Server Video Adapter + Prebid AdPod Module before the auction with Smaato's demand. This helps give you a first look at publisher inventory.



Reporting

We deliver reporting granularity that drills deeper than what OTT video has seen so far – from the video content source all the way down to the impression.

Our platform has advanced reporting features on channels, video assets, ad playlists, ad pods, and ad slots to help you optimize, power and control your cross-device campaign attribution, and build audiences.

For more information please contact: marketersales-team@smaato.com.

Smaato's digital ad tech platform offers an omnichannel, self-serve solution. Our ad server and monetization platform empowers publishers with the tools they need to thrive and enables marketers to deliver memorable audience experiences worldwide – and on any device. Learn how advanced analytics, industry-leading market quality, and total transparency help set Smaato apart.