

Beyond Limits: How 365 Digital & Smadex Drove a 69% Growth in Brand Impressions

Results

The partnership between 365 Digital and Smadex propelled brand awareness to new heights:

- 55% QoQ increment in spend
- 87% spend surge in just 1Q
- 69% impressions growth MoM



The Opportunity

365 Digital has been a leader in digital media for 25 years, always looking for the newest and best ways to help its clients. As an agency that works with global companies, they needed a trustworthy and transparent way to run large-scale branding and awareness campaigns for all their clients.

Smadex turned out to be the perfect partner as it offered a great mix of advanced technology and complete transparency. We gave 365 Digital all the tools they needed to not just meet but go beyond their clients' expectations for brand awareness, allowing them to expand their campaigns and deliver consistent results significantly.



The Strategy

Working together with 365 Digital, we crafted a smart strategy to boost their clients' brand visibility and truly engage with the interested ones. The strategy included:

- **Smart Ad Placements:** Placed ads within highly engaging apps and mobile websites, ensuring brand messages resonated with genuinely interested users.
- **iOS-First Approach:** Campaigns were primarily directed toward iOS users, capitalizing on their strong in-app engagement patterns.
- **Geographic Focus:** Concentrated on regions exhibiting exceptional performance and scalability, with a notable emphasis on Spain, which emerged as a key market alongside Canada and the UK.
- **Diversified Exchange Portfolio:** Blended premium and performance-oriented exchanges to ensure both cost-efficiency and broad reach that optimized the delivery of brand messages across various countries.
- **Precise Targeting:** Segmented audiences by device type, operating system, and environment (in-app or mobile web) that lead to highly targeted and effective brand impressions.



"Working with Smadex has been key to the success of our campaigns. Their ability to identify the highest quality traffic and secure strong brand placements has consistently delivered outstanding performance. This approach has given us the confidence to scale, with our client doubling their monthly investment as results continue to grow."

Janine Stevens, Head of Performance & Measurement at 365 Digital.

Smadex and 365 Digital teamed up, leading to a significant boost in clients' brand awareness. This success came from a strategic approach using our advanced technology for precise ad placements in engaging apps and mobile websites, focusing on iOS users, and targeting high-performing regions. This powerful partnership shows how choosing the right partner can drive remarkable growth and effectively connect brands with people all over the world.

