



The Best Decision For Your Marketing: Hiring A Programmatic Expert

SMB Media Consulting is a programmatic strategy consulting firm that assists with comprehensive media strategies, operational workflow and business transformation for online publishers, advertisers, tech partners and digital media companies.

We work as an extension to your team, providing unprecedented programmatic advice, insights, management and execution that makes a complicated topic *a whole lot easier*.

Publisher Offerings and Services Include:

- Ad ops and tech support for executions such as header bidder implementation, wrapper selection, adserver implementation, PMP creation, troubleshooting and more (*ability to also work with internal ops team, if desired*)
- Monetization strategy development and implementation
- Vendor selection, implementation and management
- Ad stack development
- Viewability & site responsiveness guidance
- Floor analysis, placement analysis and ad analysis
- Pricing and package strategy development
- Yield optimization
- Ongoing support, optimization, performance analytics and recommendations
- Advisement on revenue driving opportunities, industry trends and new technology/formats
- Private marketplace set up, packaging and monthly hit list creation
- PMP sales (*additional services*)

Advertiser/Brand Offerings and Services Include:

- Go-to-market strategy development and implementation for any type of campaign goal (*i.e. branding, ROI, awareness, lead generation, CPA, etc.*)
- Media plan creation
- Vendor selection, management & implementation
- Site tagging map & creation
- Campaign building, trafficking, testing and maintenance
- Cohesive reporting, analytics, insights, trends and actionable next steps
- Ongoing performance analysis and optimization
- Creative performance review and/or CTA testing
- Ongoing support and education
- Fluid budgets and shared learning across paid search and social (*if running with SMB - additional services*)



Join Our Impressive Client Roster!

GREATIST

**RTB
HOUSE**



DEMANDBASE

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