

A Transformative Partnership

OBJECTIVE

Greatist, the leading health and wellness website for millennials, recognized the value in programmatic advertising, but did not have the resources, expertise or knowledge to optimize in-house.

Greatist turned to SMB Media Consulting with the objectives of optimizing their ad stack, onboarding the right partners, and ultimately increasing revenue.

Revenue by **205%**
 Volume by **116%**
 CPM by **177%**

SOLUTION

SMB Media Consulting became an extension to Greatist's sales team, acting as the client-facing programmatic lead. We successfully developed a go-to market programmatic strategy that involved:

- Optimizing and transforming Greatist's ad stack
- Bringing all vendor agreements in-house
- Launching successful PMP's
- Rate card creation
- Internal sales team training and support

