

GREATIST

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.

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

RESULTS

**Across six month time period*



Revenue increased by
205%



Volume increased by
116%



Cost per app download decreased by
177%

We're so glad we're here to help. Get started today by reaching out to **917-596-2737** or email hello@smbmediaconsulting.com