



Amnet

The Amnet team members are experts at planning, buying, and analyzing audience data, and in bringing audience buying upstream where more strategic, integrated buying decisions are made.

Problem

The advertising industry is trying to drive personalization at scale, which first entails being relevant to consumers in the moment, and second drives a more lasting impression with every consumer who interacts with digital advertising.

Media consumption is increasingly digital, taking place not only on digital devices like desktop computers, mobile phones, and tablets, but also on radio, television, and out-of-home experiences like billboards. These opportunities push Amnet and its clients to rethink their approach to media, media buying, media planning, and activation.

Solution

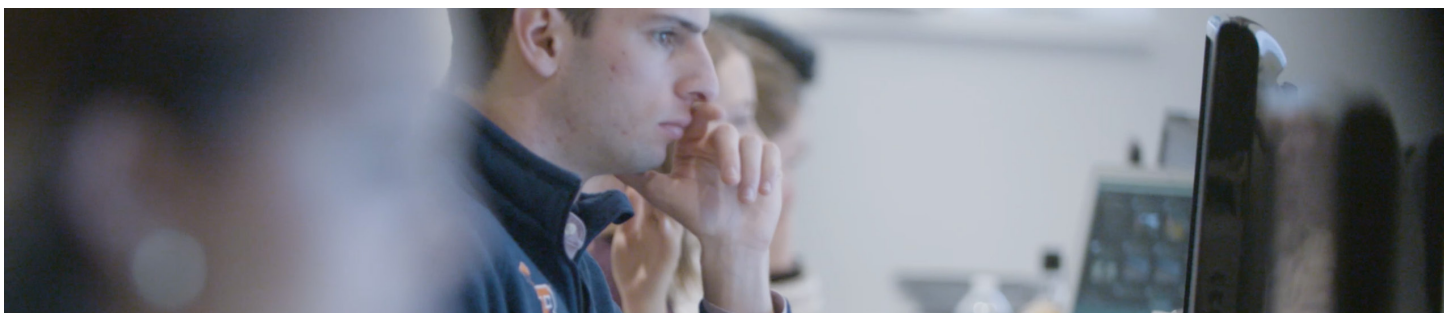
Amnet has worked with Rubicon Project to buy advertising through the Guaranteed Orders platform. The platform gives Amnet access to a global reach of approximately one billion people against the most premium inventory available.

Result

Through Guaranteed Orders, Amnet can use a single integration to access expanded digital advertising capabilities, enabling it to bring first-to-market opportunities to its clients. The tool has also enabled Amnet's programmatic experts to work closely with publishers to develop integrated programs that help them drive better business outcomes overall.

"Rubicon Project's global reach of 1B users... expands our capabilities in terms of bringing first-to-market opportunities to our clients."

— VINCENT BAREGES, DIRECTOR OF PUBLISHER DEVELOPMENT, AMNET



Watch the full video about our partnership with Amnet at rubiconproject.com/customer-videos

