



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 The Marketeer Group with the objectives of optimizing their ad stack, onboarding the right partners, and ultimately increasing revenue.

SOLUTION

The Marketeer Group 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 and Internal sales team training and support.

RESULTS



Revenue by
20.5%



Volume by
11.6%



CPM
11.7%

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