Cree is a market-leading innovator of lighting-class LEDs, LED lighting, and semiconductor solutions for wireless and power applications. Cree is making energy-wasting traditional lighting technologies obsolete through the use of energy-efficient, environmentally friendly LED lighting. Cree first brought the blue LED to market in 1989, and has continually exceeded industry standards for brightness and efficiency ever since. In 2013, Cree began offering LED light bulbs for the consumer market. Since that initial release, Cree has worked to drive the adoption of LED lighting by expanding its product line of LED light bulbs.

Cree and its agency Baldwin looked to the Sizmek Private Marketplace to drive sales, build brand awareness, and drive quality traffic by leveraging existing audience insights across premium publisher inventory.

GOAL
Reach a focused audience on premium publishers’ sites

Cree accessed the customized, invitation-only Sizmek Private Marketplace to reach the premium publishers that make their inventory and audiences available to a select group of buyers. Unlike a direct buy, which can be labor-intensive, buyers in a private marketplace use programmatic media buying controls to purchase from publishers. Sizmek enables agencies and advertisers to programmatically reach their audiences across quality premium publisher inventory, while leveraging Sizmek's AI-driven technology to improve performance.

With Sizmek, Cree campaigns were able to learn and improve, revealing that the ideal audience for Cree tended to:

- Skew middle age (35-49)
- Be family-oriented, usually having young children in the household
- Participate in activities focusing on in-home social events (BBQs, dinner and birthday parties, holiday celebrations)
- Visit blogs more often than general content

SOLUTION
Use Sizmek Private Marketplace to attract the ideal Cree demographic
Cree was able to reliably reach quality traffic across premium publishers and realize superior performance with Sizmek’s Private Marketplace.

Cree saw a 43% improvement in efficiency when analyzing conversion rate in getting Cree consumers to the Buy Now page.

“\textit{The Sizmek Private Marketplace turned out to be a great investment for us. We wanted to improve our display advertising results by driving qualified traffic from pre-identified premium publishers’ sites. Because Sizmek gave us that capability, we were able to efficiently drive users to our client’s site and help contribute to the lowest bounce rate onsite in over six months.}”

\textbf{DAVID DYKES, \newline MEDIA DIRECTOR, BALDWIN}

\section*{About Sizmek}

Sizmek is the largest independent buy-side advertising platform that creates impressions that inspire. In the digital world, creating impressions that inspire is vital to building meaningful, long-lasting relationships with your customers. Sizmek provides powerful, integrated solutions that enable data, creative, and media to work together for optimal campaign performance across the entire customer journey. Our AI-driven decisioning engine can identify robust insights within data across the five key dimensions of predictive marketing—campaigns, consumers, context, creative, and cost. We bring all the elements of our clients’ media plans together in one place to gain better understanding for more meaningful relationships, make every moment of interaction matter, and drive more value across the entire plan. Sizmek operates its platform in more than 70 countries, with local offices in many countries providing award-winning service throughout the Americas, EMEA, and APAC, and connecting more than 20,000 advertisers and 3,600 agencies to audiences around the world.

\textit{To learn more about how Sizmek can help your business, contact your account representative or a Sizmek pro at go.sizmek.com/contact.}