



## Sizmek DSP boosts Search Optics performance by 1,000%

### GOAL

Drive  
conversions  
and  
engagement

Search Optics is a digital marketing company that specializes in custom, integrated solutions with an emphasis on return on investment. The company uses an uncommon blend of leading-edge technology and human interaction to turn virtual traffic into measurable results. Search Optics, which was founded in 1998, has corporate offices in San Diego, Detroit, Orange County (California), Toronto, Montreal, Sydney, Australia, Sao Paulo, Brazil, and field locations in major markets throughout the United States and Canada. The agency needed to find more avenues to deliver strong engagement and conversion activity for its tier 3 automotive, entertainment, and hospitality clients.

Search Optics was working with a handful of media-buying platforms, but found it was expending a lot of manual effort to achieve outcomes that weren't always in line with expectations. Furthermore, the agency needed an efficient way to scale campaign management across multiple clients.

Search Optics had worked with Sizmek before on managed-service campaigns and knew what its technology could deliver in even the most challenging environments. It decided to adopt Sizmek's DSP self-service platform to see whether it would produce similar results.

Sizmek DSP offered a simplified approach to programmatic for Search Optics, allowing the company to remain strategic and hands-on with media while servicing hundreds of clients. Intuitive and easy to use, the Sizmek DSP automatically ran campaigns that are optimized for client goals, while also providing the ability to integrate human inputs.

### SOLUTION

Simplify using  
Sizmek DSP  
self-service

Once campaigns started to scale, the performance benefits become clear. Search Optics saw performance consistently improve as Sizmek's models became "smarter" about campaign objectives, with aggregate indexed campaign performance against client goals reaching upwards of 1,000%.

## RESULTS

Exceeds goal  
by 1,000%

"Sizmek's DSP definitely wins on performance, and the ease of its workflows is amazing. Given our results, I'm really confident about the quality of impressions and engagement we're seeing. Even better, Sizmek's AI benefits our performance, and provides new data that we can in turn teach our clients —something that makes us much more valuable to them. The Sizmek DSP's insights tools are immensely valuable for us because we get to go deep into the campaign and find out: What's performing the best within the segments? And what are the consumer characteristics and behaviors that we can use to scale beyond the off-the-shelf segments?"

**ALEX MEAKIN,**  
MEDIA DIRECTOR, BALDWIN SENIOR DISPLAY MEDIA MANAGER, SEARCH OPTICS

### 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.

To learn more about how Sizmek can help your business, contact your account representative or a Sizmek pro at [go.sizmek.com/contact](https://go.sizmek.com/contact).