

# Lighthouse Digital Media's SmartBid Success

## THE CHALLENGE

Lighthouse Digital Media needed a unified platform to simplify multi-channel activation and billing while delivering strong click-through-rate (CTR) and video completion performance for a nine-month financial services awareness campaign. They needed a solution that enabled:

- Efficient cross-channel activation across display and video (CTV and OLV)
- Reliable, brand-safe delivery
- Minimal hands-on support



*Technology is most valuable when it enables smarter decision-making, not when it replaces it. Basis Platform provides the infrastructure and efficiencies that allow our team to stay focused on what we do best: strategy, optimization, and delivering best possible results for our clients.*

*–Lighthouse Digital Media*

## THE RESULTS

**13.8M**

Total Impressions Delivered

**0.17%**

CTR (.10% above Basis' MarketTrends benchmark)

## THE SOLUTION

### Cross-Channel Strategy & Execution

With Basis' one-stop shop approach, Lighthouse designed and executed a coordinated campaign approach across display and video channels, applying multiple targeting types methodologies including private marketplaces, contextual, and behavioral targeting to maximize reach and engagement.

### Strategic Optimization with SmartBid

Lighthouse leveraged SmartBid to automatically optimize against CTR and A/V completion KPI goals while prioritizing strong brand safety standards—scaling performance throughout the campaign with minimal manual intervention.

### Operational Efficiency & Workflow Management

Lighthouse utilized Basis' workflow and reporting capabilities to reduce operational complexity and consolidate campaign management. Greater efficiency enabled the team to spend more time on performance analysis, client strategy, and optimization.

### Continuous Learning & Platform Enablement

By combining Lighthouse's expertise with ongoing access to Basis resources and platform education, the team stayed current on emerging capabilities and industry developments—strengthening long-term campaign effectiveness.

## ABOUT LIGHTHOUSE DIGITAL MEDIA

Lighthouse Digital Media is a full-service digital advertising partner specializing in search, social, video, programmatic, and analytics. They pair strategic planning with transparent reporting to deliver data-driven campaigns that exceed performance benchmarks, delivering measurable, repeatable results.

**Industry:**  
Financial Services,  
Marketing & Advertising

**Location(s):**  
USA

**Company Size:**  
1-50 employees

**Key Goals:**  
Increase brand awareness,  
Meet delivery