

Singapore Media Exchange

simplifies campaigns to cut maintenance time by 70%



The goal

[Singapore Media Exchange](#) (SMX) is a premium advertising exchange that helps publishers manage and monetize their digital inventory across a wide range of demand partners. As its network grew, organizing inventory across partners took more time.

Each advertiser required its own setup tied to specific placements. This resulted in hundreds of separate setups that took days to configure and maintain. It was also difficult to see which ones were prioritized in auctions, making performance more challenging to track.

SMX set out to reduce manual effort, bring more structure to how demand is handled, and create a system that the team could run more efficiently.

The solution

Using Microsoft Advertising's [Prebid Server Premium \(PSP\)](#), they reorganized how inventory is structured and shared. Here's how they did it...

Demand-based targeting profiles: They defined inventory using shared signals like formats and audiences, reducing the need to manage each placement separately.

Streamlined inventory and partner grouping: Consolidating placements into a small set of standard groups per publisher, with multiple demand partners brought into each group to create a single auction environment.

Copilot guidance: Copilot was able to share step-by-step guidance on how flexi configurations work and how the client can create and edit their demand partner configurations.

Troubleshooting flexi configurations: The flexi configurations initially created by the client were not performing as expected or generating any bid response. SMX used Copilot to review these configurations, identify overlapping setup issues, resolve prioritization issues, and drive improvements.

The results

70%

Less campaign maintenance time

80%

Fewer set ups