

# case study



## DIVIDE AND RULE!

Everyone is not a target group, and poorly targeted advertising is money down the drain. We're introducing two GDPR-compliant Hungarian solutions that can help reduce your dependence on global service providers:

## 01 | SEGMENTER

### CHALLENGE

Segmentation is a key tool in modern marketing: it enables more precise, effective, and successful targeting. However, many SMEs still try to create consumer groups manually, based on limited data (if they deal with segmentation at all), and their segments often remain unchanged for years. This not only reduces the effectiveness of campaigns but may also hinder business growth.

### OPPORTUNITIES

- Monetize your available data assets
- Build an automated and optimized digital ecosystem
- Create a more accurately targeted sales strategy by leveraging the synergy between display ads and content
- Run campaigns for narrowed target groups based on unique variables
- Discover new target groups and correlations

### SOLUTION

The Hungarian-developed, AI-based Segmenter is capable of tracking and identifying real users across domains using custom tracking codes. It then automatically groups users into dynamically changing segments based on their habits and actual interactions, within a 7-day moving window. It can be integrated with other systems, such as AdSmart, Gemius, or other ad servers.

#### Multi-level segmentation options:

- 01 | Predefined groups created using fixed rules to support core sales processes
- 02 | AI-based segmentation forming dynamically changing groups using machine learning to uncover hidden patterns and improve targeting accuracy
- 03 | Custom segments defined by various variables such as tag, medium, device, or source

### RESULTS

Significant differences observed even with a small sample size:

**+37% CTR with 200k impressions**

Identical messages optimized by target groups:

**4.5x better CTR results**

We reached  
**more unique users**

# case study



## DIVIDE AND RULE!

Everyone is not a target group, and poorly targeted advertising is money down the drain. We're introducing two GDPR-compliant Hungarian solutions that can help reduce your dependence on global service providers:

## 02 | ADSMART

### CHALLENGE

Two-thirds of domestic digital ad spend goes to global players—meaning they dominate the market. As a result, SMEs become vulnerable to the algorithms and pricing models of foreign platforms, which not only leads to unpredictable costs but also limits control over customer data. In addition, campaign management is often complex and time-consuming, especially for smaller advertisers.

### OPPORTUNITIES

- Attract advertisers with smaller budgets to the world of display advertising
- Fully automated processes – requiring less human resources
- Intelligent inventory management to maximize revenue
- Legal compliance and full control over your own and your clients' data
- Competitive value proposition and communication alternative to global platforms

### SOLUTION

**In short: AdSmart is a sales system without a salesperson.**

This automated advertising platform allows you to manage your ads without manual intervention—from AI-based audience targeting, through purchasing, to performance tracking. AdSmart offers a competitive alternative for the B2B segment against global advertising giants.

- 01 | A solution optimized for the local market, flexibly adapting to your needs
- 02 | User-friendly interface and automated reporting tools to simplify workflows
- 03 | AI-based resource and segment optimization
- 04 | More engaging display ad solutions supported by AI
- 05 | Real-time pricing based on demand and your available resources
- 06 | Simple, automated ad purchasing
- 07 | Integrates with other tools, e.g., our Segmenter system