



New inventory boosts daily revenue 56X for AppStock

Exclusive inventory and new ad formats unleash untapped demand, driving unprecedented growth in revenue and impressions.

CATEGORY: DSP
SOLUTION: Performance+ Marketplace
REGION: Global

56X

avg. daily revenue (YoY)**

303%

more impressions (YoY)*

168%

avg. daily revenue (QoQ)*

* internal data, 2022 Q2 - 2023 Q4
** pre-partnership vs. Dec. 2023

Opportunity

AppStock integrated with Verve's in-app exchange, PubNative (now Performance+ Marketplace), in mid-2022. In the process, Verve uncovered a pool of untapped demand. AppStock's unused demand needed premium, high-performing supply. AppStock values building long-term relationships in the advertising ecosystem; partnering with Verve opened an opportunity to target buyers on a range of premium apps that complement Appstock's marketing reach and scale.

Solution

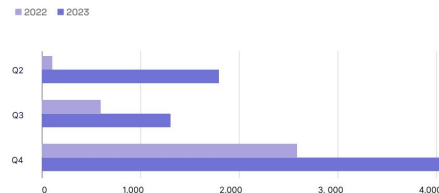
AppStock leveraged its integration with the Performance+ Marketplace to unlock exclusive supply from Verve, reaching diverse, engaged audiences worldwide. The team used a phased test-and-learn approach to add new ad formats and enter new geos. Post-bid monitoring ensured brand safety and prevented invalid traffic (IVT). AppStock gave Verve firsthand access to its new campaigns, allowing Verve to customize configurations to benefit everyone involved. Above all, proactive communication and developing a deep understanding of both AppStock's and Verve's platforms were key to success.



We were pleasantly surprised with the quality of traffic and with the varied range of publishers that we are receiving from Verve. We quickly saw an uptick in revenue, and we were able to grow our business in new ways. We cannot wait to see what the future holds working with Verve.

Moshiko Ben-Harush
Director of Business Development,
AppStock

Average Daily Revenue (YoY)



Internal data, 2022-2023

