



## Jampp scales reach with quality inventory from Verve

Verve's transparent, premium mobile ad inventory powers Jampp's programmatic UA growth worldwide.

CATEGORY: Advertiser

SOLUTION: Performance+ Marketplace

REGION: Global

**15%**

lower CPI

**2X**

increase in  
conversion rates

### Opportunity

After launching their 100%-programmatic products, Jampp became more selective than ever with their choice of partners. Jampp's goals were to offer customers quality, transparent inventory and to expand activity to broader global markets. With a long tradition of offering high-quality supply at global scale, Verve was an ideal partner for Jampp.

### Solution

Jampp leveraged Verve's premium supply to further strengthen their value proposition to customers. Jampp expanded their reach in Latin America while driving growth across new markets, strengthening both its user acquisition and app retargeting products.



***Verve has been a valuable partner in helping us further grow our programmatic user acquisition product. Leveraging Verve's transparent traffic in combination with our real-time bidding platform allowed us to scale our reach: by Q4 2019, we achieved a CPI reduction of 15% and 2X higher conversion rates within their traffic share.***

**- Tomás Yacachury,**  
Strategic Partners Manager

