



BIGO Ads leverages Verve's global presence

Verve unlocks new monetization streams for BIGO Ads' top apps, becoming a top 5 demand partner.

CATEGORY: Publisher
SOLUTION: Performance+ Marketplace
REGION: Global



Situation

BIGO Ads was looking for an exchange partner with ties in APAC and EMEA to monetize its popular mobile apps. BIGO Ads sought out a partner with strong local agency connections in order to access major brand advertisers' with video and display demand.

Opportunity

Verve's strong EU presence allowed BIGO Ads to increase its revenue and strengthen ties with local agencies in the SEA and EU markets. In addition, Verve began serving display and video ads in BIGO Ad's Likee and imo apps, answering their abundant ad requests with strong and diverse demand to become one of BIGO Ad's top Tier 1 demand partners.



After choosing to integrate Verve's monetization solution, we quickly saw excellent results and a major revenue increase in our Like and imo apps as Verve became one of our Top 5 demand partners.

BIGO Ads