



## Flextech hits it out of the park with new global demand

Integrating via SDK and OpenRTB opened up Flextech’s inventory to demand partners worldwide, scoring high revenues during a major sports tournament.

**5X**

increase in revenue  
(Week 1 of integration vs. week 1 of cricket season)

**81%**

increase in eCPM  
(comparison of weekly average)

**280%**

increase in impressions  
(week-over-week during first month)

CATEGORY: Publisher  
SOLUTION: Performance+ Marketplace  
REGION: APAC

### Background

Flextech is a Tokyo-based mobile publisher that offers cloud storage services and AI innovation tools. Their most popular product is TeraBox, a cloud storage app that provides users with over 1 TB of free cloud storage. TeraBox has over 100 million downloads on Google Play. Flextech also features the AI-powered browser TeraGogo and the AI scanning tool TeraScan.

### Opportunity

Flextech already had a successful monetization strategy in place when they came to Verve. They challenged Verve to take this strategy to the next level by driving new revenue streams. In particular, Flextech was looking for more demand in their biggest market, India, where Verve already boasted a strong demand portfolio. Maintaining an excellent user experience was also important to Flextech. It was crucial that demand remained high-quality and that ad units were selected with the users and their in-app experience in mind.

Flextech’s test period with Verve coincided with the start of the 2024 season of the Indian Premier League, which is one of the most popular cricket tournaments in the world. This created an ideal playing field for Verve to prove the efficacy of their competitive demand portfolio.

### Solution

Using its Performance+ Marketplace solution, Verve helped Flextech integrate via both SDK and OpenRTB in order to connect to as many potential bidders as possible. With these integrations in place, Verve used a test-and-learn approach to continuously optimize Flextech’s monetization strategy by experimenting with new ad formats and activating new geos.

The medium rectangle (MREC) ad format was found to be particularly successful within their TeraBox app. Flextech could add these units seamlessly within the app layout, and its size resulted in great viewability rates. Importantly, this ad format supports Flextech’s priorities of maintaining positive user experience while also delivering excellent campaign results.

### Results

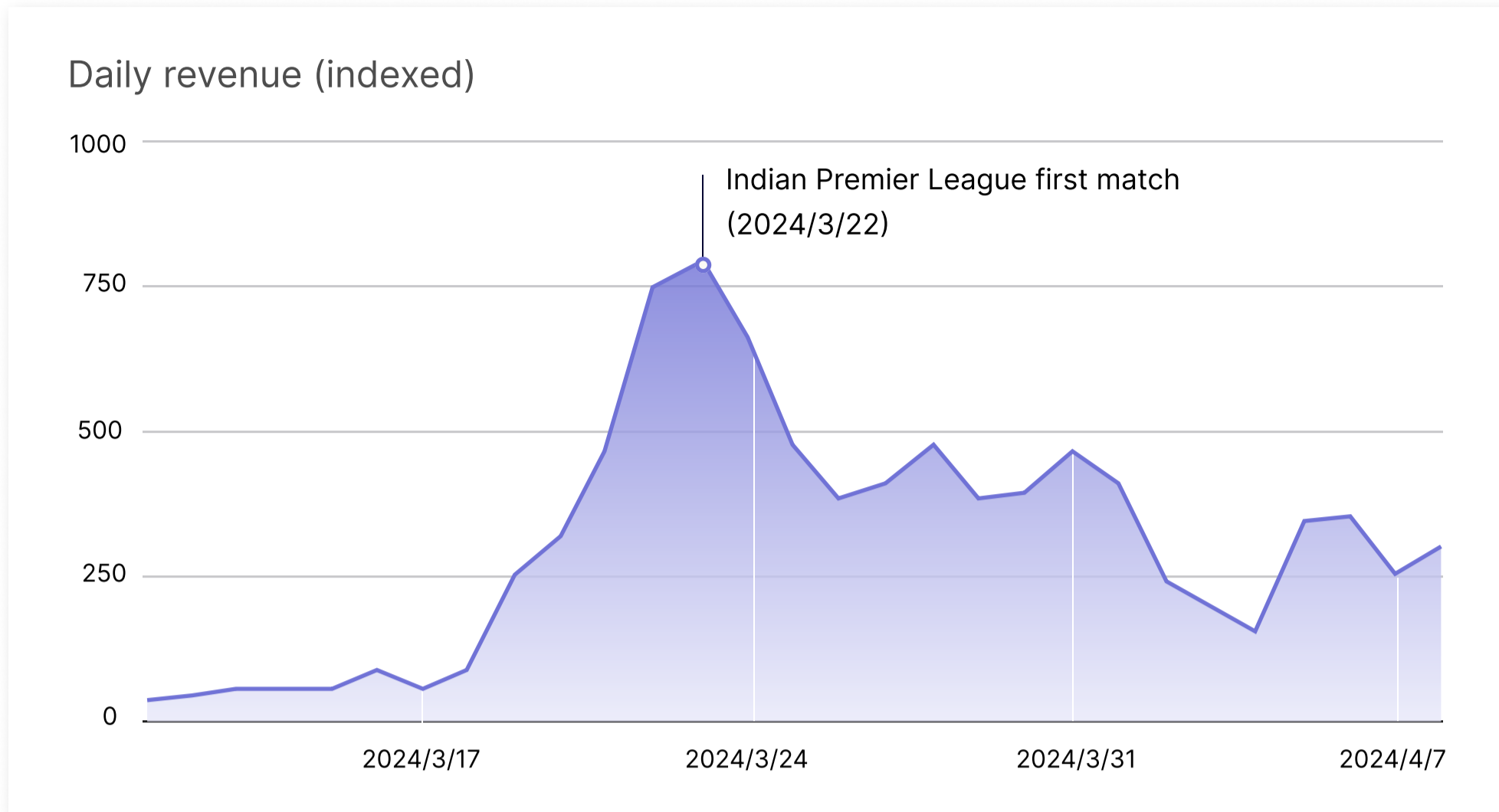
The technical integration of Verve’s HyBid SDK was well worth the time and effort, as it enabled Flextech’s inventory to be seen by the largest number of demand partners possible. Verve’s strong demand in India also proved to be a key component for improving Flextech’s monetization strategy, allowing Flextech to take advantage of the increased ad spend occurring in India for the opening of the Indian Premier League’s 2024 season.

Just over a week after starting their campaign, revenue spiked in anticipation of the first match on March 22. Even after the first week of the tournament was over, Flextech maintained high revenues throughout the month.

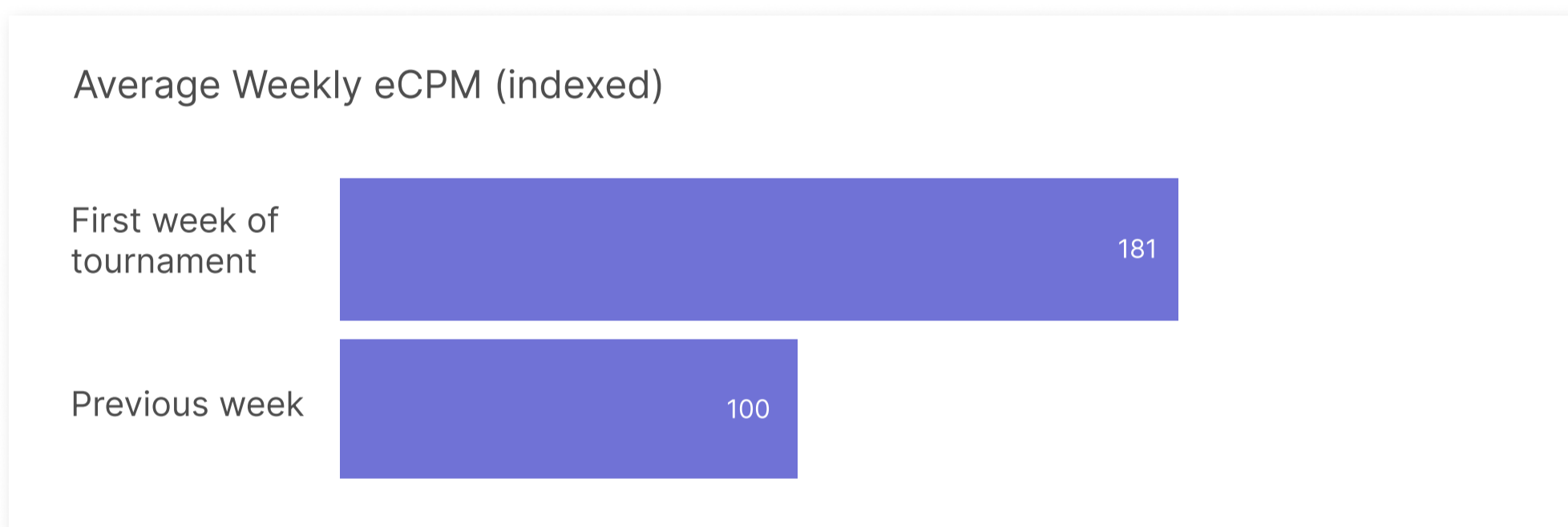


We joined Verve with the goal of increasing our reach and revenue. Verve’s impressive portfolio of demand partners created strong competition for our inventory, especially in our most popular markets. Starting our integration during a major sporting event in India really highlighted the potential of our partnership with Verve, and we are excited to see what success the future holds.

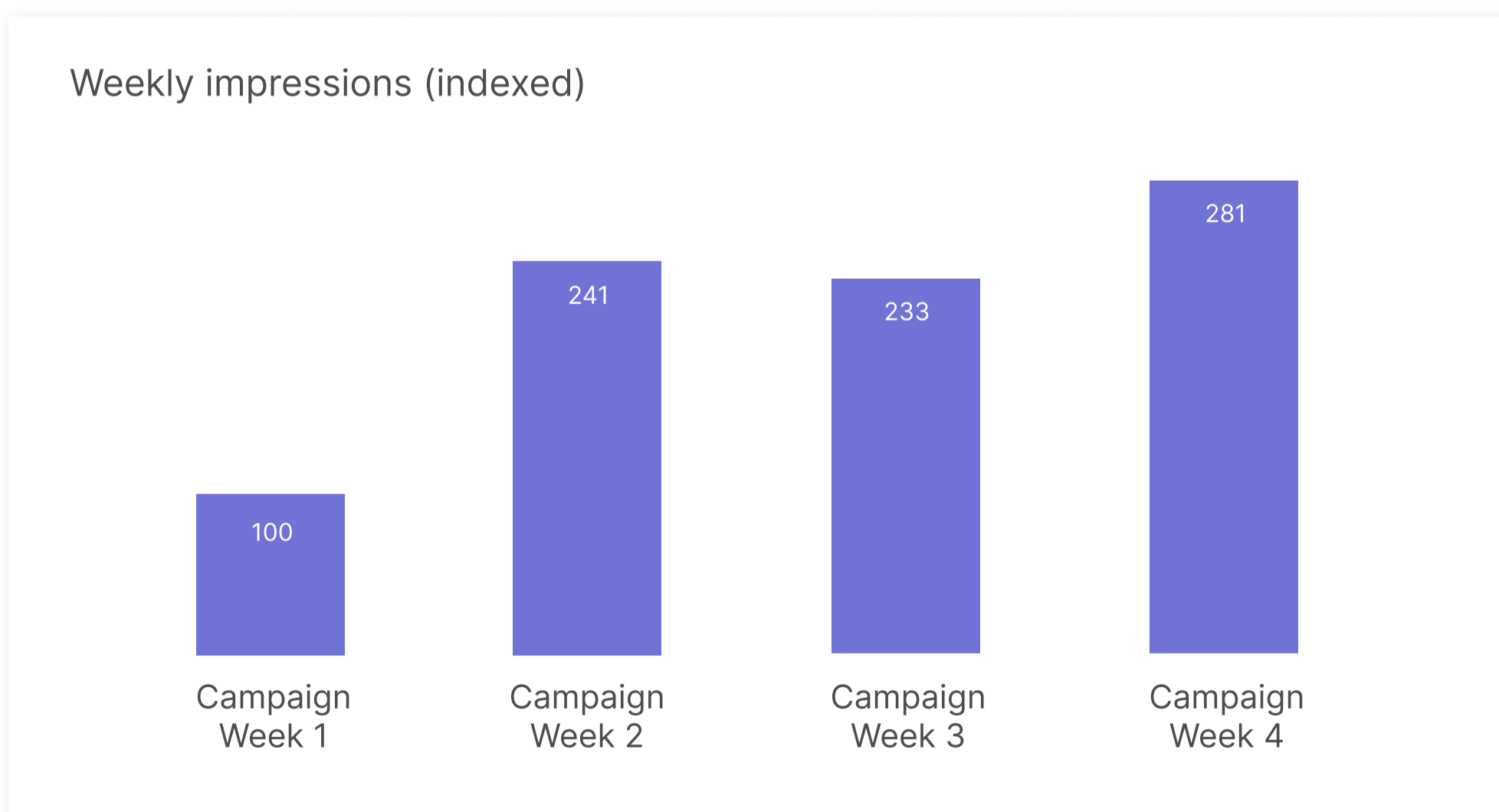
**Selina**  
Monetization Strategy VP, Flextech



This revenue spike during the beginning of the cricket tournament was driven by high eCPMs — the average weekly eCPM during the first week of the tournament was 1.8X higher than that of the previous week. Verve’s ability to connect Flextech to a large and diverse stack of brands and advertisers created strong competition among these demand partners, driving up the price they were willing to pay to gain the attention of Flextech’s users in India.



The first cricket match enabled Flextech’s integration with Verve to start off strong, but close collaboration with Verve resulted in continued success. Daily impressions actually reached their peak over a week after the season kickoff. By the end of their first month of integration with Verve, Flextech scored a week-over-week increase in impressions of 280%.



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