



Diverse demand unlocks new revenue streams for Hornet

Hornet achieves 40% ad revenue uplift after integrating Verve's HyBid SDK.

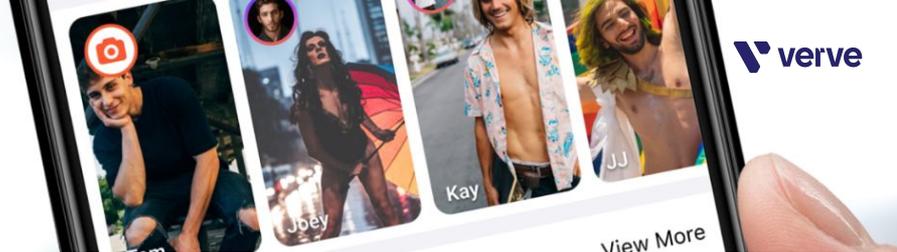
CATEGORY: **Publisher**
SOLUTION: **HyBid SDK**
REGION: **Global**

Top 5

demand partners

+40%

revenue increase
(February 9 - April 30)



Objective

Hornet, the world's leading queer social networking app, was looking for a global monetization partner that would deliver excellent support in maximizing ad revenues. Hornet wanted to see better performance and revenue uplift across their key markets, which included Thailand, Indonesia, Brazil, and the US. They also sought to increase fill rates by integrating a lightweight monetization SDK.

Strategy

Hornet started by integrating Verve's ad tag in its iOS app as an entry point to the waterfall setup — but they quickly switched to the HyBid SDK to access more advanced features and capabilities. After integrating Verve's SDK, Hornet saw excellent results for its social networking app across a range of different markets, including Thailand, Indonesia, and Turkey. Overall, they achieved a revenue increase of 40% compared to the revenue generated via ad tags. The ease of integrating the HyBid SDK allowed Hornet to quickly accomplish this great performance without any burden on their developers.



Our partnership with Verve has proven to be really valuable as they guided us every step of the way in integrating their function-rich SDK. We've seen great performance after switching from ad tags, and we're looking forward to growing the relationship even further

Nils Breitmar,
Growth Manager at Hornet