



Fresh demand ramps up revenue for MediaLab

Verve's high-quality demand and customer support enabled MediaLab to scale its monetization strategy for newly-acquired apps.

CATEGORY: Publisher
SOLUTION: Brand+ Marketplace
REGION: United States

+30%
increase in eCPM

+300%
revenue increase



Opportunity

MediaLab was looking for a dependable monetization partner that would support them in their mission to enrich and empower consumers in their everyday lives through expansion and acquisitions. With leading apps such as Whisper, Kik, Amino, DatPiff, and Worldstarhiphop in its portfolio, MediaLab wanted to access unique and direct demand and scale its inventory for its collection of popular social apps.

Solution

Verve had an existing partnership with Whisper, which then became acquired by MediaLab. After MediaLab then expanded its portfolio with several more newly-acquired apps, Verve aided the company in monetizing their new supply, which included a variety of ad formats both in-app and on mobile web.

Verve provided MediaLab with swift customer support and high-quality US demand, which helped the company to scale inventory for its iOS and Android apps — leading Verve to become one of MediaLab's top 3 demand partners. After ramping up its partnership with Verve and adding more supply, MediaLab saw a 30% increase in eCPM lift and a revenue increase of 300% year-over-year.



As one of our top 3 partners, Verve has provided strong demand that helps promote a more competitive bid landscape in our inventory. Verve has all of the formats we support and has proven to be a reliable and proactive partner of ours.

Julian Salinas,
Director - Ad Operations
MediaLab