



Meitu sees picture perfect profits with Verve's Ad Tag

Verve's focus on premium demand resulted in a 2X revenue increase for Meitu's photo-editing apps.

CATEGORY: Publisher

SOLUTION: Performance+ Marketplace

REGION: APAC

+280%

revenue increase
on Android

+86%

revenue increase
on iOS

Situation

Meitu wanted a flexible yet effective solution for monetizing its photo-editing apps, particularly BeautyPlus, using a reliable and transparent partner that would help maximize its programmatic ad revenue.

Opportunity

Meitu chose to integrate Verve's monetization technology via its Ad Tag and API in an effortless process without adding additional weight to its apps. Leveraging Verve's premium and global demand, Meitu increased its revenue by 280% on BeautyPlus for Android and 86% for iOS. Meitu was also able to maintain a positive user experience within their apps, allowing them to fill and serve more branding ads.

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After integrating Verve's Ad Tag and API, we've seen excellent results and a major increase in revenue on our BeautyPlus app. Verve is a trusted partner that allows us to access high-quality international demand without jeopardizing the in-app experience.

Cyrion Wang

Meitu Programmatic Head