



PicsArt's monetization strategy is a snapshot of success with SDK integration

Verve increased PicsArt's monthly ad revenue by unlocking premium demand in key markets

30%

increase in average monthly revenue

30%

increase in fill rate

27%

eCPM lift

CATEGORY: Publisher

SOLUTION: Brand+ Marketplace

REGION: Global

Background

PicsArt is a leading, all-in-one image and video editing app with thousands of powerful editing features. Unlike other photo editing apps, they have a passionate creative community who collaborate on producing amazing images, collages, and drawings. PicsArt's 100 million monthly users span the globe, and it is available in over 30 languages.

Opportunity

With PicsArt's growing popularity, the company needed an ad exchange that would be able to drive yield and performance by introducing their inventory to additional demand worldwide. Since their app is dedicated to offering a seamless and collaborative user experience, PicsArt also sought a monetization partner that prioritizes ad quality and has a proven track record of protecting apps and their users against bad ads.

Solution

The partnership between Verve's Brand+ Marketplace (formerly Smaato) and PicsArt kicked off with an effortless Ad Tag integration. Verve's in-house experts worked closely with PicsArt to develop an optimization strategy that worked well for their global millennial audience. Verve also aided PicsArt in identifying valuable opportunities in APAC, with a focus on Japan.

After demonstrating consistent numbers over the first months of the partnership with Ad Tag integration, PicsArt was eager to leverage the advantages of SDK integration. By integrating the SDK, PicsArt was able to unlock support for more innovative ad formats, making their inventory more engaging for users. Verve also increased the value of PicsArt's inventory by creating packages to attract premium demand through private marketplace deals.

Results

Through this partnership, PicsArt's average daily revenue on Verve's Brand+ Marketplace has more than doubled within six months. After integrating via SDK, PicsArt then saw a further 30% increase in monthly revenue, as well as improved eCPMs and fill rates. Verve also became PicsArt's top monetization partner for the APAC market, with revenue in Japan and India growing 98% in one quarter (Q1 2018 to Q2 2018).



Verve is a key partner for our global app monetization strategy. They have opened our inventory up to premium demand worldwide, allowing us to tap into additional revenue streams from markets such as Japan. Most of all, we value Verve's personalized approach to customer service. Since the beginning of our partnership, we have been collaborating closely with the Brand+ Marketplace team, which has led to amazing results.

Howard Lam
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Manager, PicsArt

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