



## Start.io increases global campaign performance by 30% with Verve

Verve's curated supply and engaging native inventory drove monetization success for Start.io.

CATEGORY: SSP

SOLUTION: Performance+ Marketplace

REGION: EMEA, North America

**200%**

increase in  
revenue-per-  
request

**30%**

QoQ increase in  
CTR

**185%**

increase in  
revenue-per-click

### Opportunity

Start.io, an omnichannel SSP, sought to improve campaign performance for its clients across multiple verticals worldwide.

### Solution

Supply.io leveraged Verve's curated, high-performance supply to reach their clients' relevant audiences. To expand Start.io's presence beyond North America, Verve provided access to three valuable new markets in EMEA. The Verve team's supply optimization strategy also enabled Start.io to continuously improve campaign performance.

### Results

- >200% increase in revenue per request
- >30% quarter-over-quarter increase in average CTR
- >185% increase in revenue-per-click



***The success with Verve has played a major role in helping Start.io reach its quarterly profit goal. Most of our success came from Verve's gaming native inventory which has shown extremely positive results. We're excited to expand our partnership with them!***

**Shlomi Melamed**  
Programmatic Partnership Manager,  
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