



The Meet Group expands Verve partnership with hybrid integration setup

Verve's flexible integration options and ad formats drove ad revenue growth for The Meet Group.

CATEGORY: **Publisher**
SOLUTION: **HyBid SDK**
REGION: **United States**

Top 5
demand partner

32%
revenue increase
(February 1 - April 30, 2021)

Opportunity

The Meet Group wanted to increase overall revenue for their Tagged, MeetMe, and Skout apps while also continuing to increase the share of their inventory that is purchased through in-app bidding. They were also searching for a reliable partner with flexible integration options and bidding capabilities to increase the efficiency of their ad stack across an array of ad formats.

Solution

The Meet Group first integrated Verve's monetization solution using JS tags in a waterfall setup. It's success led them to later integrate Verve's HyBid SDK for in-app bidding. By adding in-app bidding via the SDK to its monetization stack, The Meet Group increased revenue from Verve by 32% within 3 months of completing this hybrid setup. They are also connected via Amazon TAM.

Verve served high-quality banners, videos, and native ads via this hybrid setup of waterfall, TAM, and in-app bidding to engaged users in the US, leading to Verve becoming one of The Meet Group's top 5 demand partners.



Verve has grown to be a very strong partner of ours because of their flexible and diverse integration options. We currently utilize JS tags, Amazon TAM integration, and HyBid SDK. Each method has been incremental to both our Verve revenue and total ad revenue.

Nick Hermansader
SVP of Advertising at The Meet Group

