



Increased revenue and brand safety leave iFunny smiling

A good laugh is the name of the game for iFunny, the humor-based website and mobile app built by Cyprus-based FunCorp. iFunny publishes user-submitted content and memes, including images, videos, and GIFs.

840%+

revenue growth (YoY, 2021)

155%

revenue growth (YoY, 2022)

18%

eCPM yield increase (QoQ, 2023)

CATEGORY: Publisher
SOLUTION: Performance+ Marketplace
REGION: Global

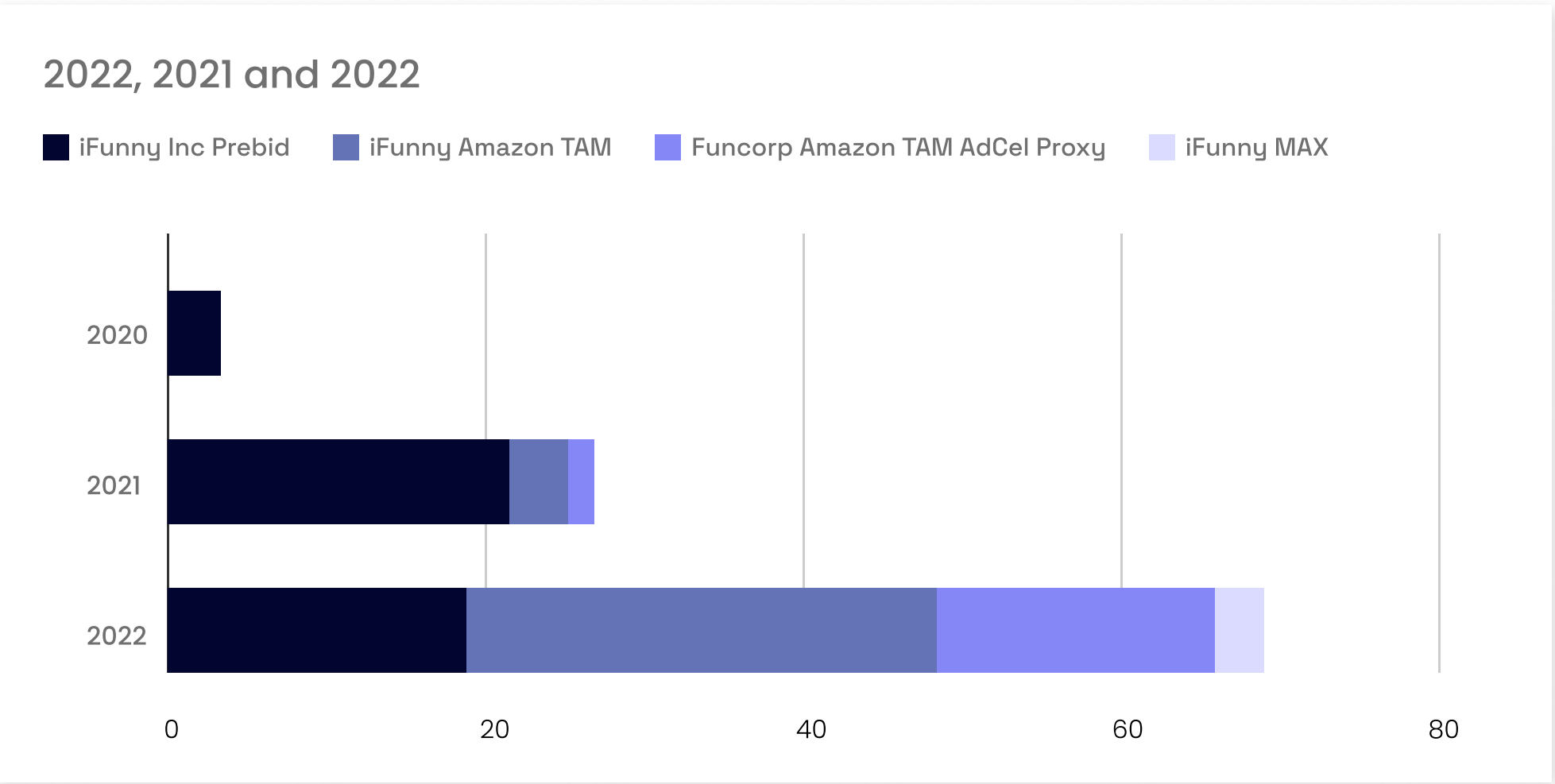
Opportunity

A client of Verve since 2017, iFunny initially challenged Verve to drive new revenues by connecting with new customers around the globe.

iFunny has a high volume of banner traffic, and they have multiple integrations with Verve: header bidding (Prebid), Applovin’ MAX mediation (MAX) and Amazon TAM Network (TAM). iFunny had previously recognized a high amount of “reported ads” on Google. Users had flagged these ads as irrelevant or not applicable.

Solution

Using its PubNative SSP solution, Verve managed to grow each of iFunny’s channels without cannibalizing one over another. This variety helps iFunny optimize revenue generation and maximize its desired returns.



Verve also isolated gaps in iFunny’s ad units to maximize brand safety and customer protection, leading to a better ad experience for users.

Results

iFunny may be humorous at heart, but the results of FunCorp’s partnership with Verve are seriously impressive:

- 840% year-over-year revenue growth in 2021
- 155% in year-over-year growth in 2022
- 18% eCPM yield increase in Q4 2022 vs. Q3 2022
- 22% increase in ad impressions between Q4 2022 and Q1 2023
- 16% growth in average value per daily active user (ARPDau)
- 30% decrease in negative ad-related user feedback

Verve generates the second-most revenue for Prebid (out of 12 partners) and the third-most revenue generation for MAX (out of 16 partners). Additionally, iFunny has seen a significant increase in quality reinforcement, resulting in a 30% decrease in negative ad-related feedback from users over 2022.



Through successful work with Verve, we have consistently achieved outstanding results, optimizing revenue generation and providing seamless integration. By leveraging robust reporting and analytics, ensuring inventory quality and brand safety, and delivering responsive support, we have established a track record of success. With a mindset of innovation and adaptability, we continue to drive forward, staying ahead of industry trends and delivering exceptional results for FunCorp and our users.

Sergei Efimov
Chief Revenue Officer, FunCorp