Oakever Games scales revenue with Verve's HyBid SDK and marketplace optimization

From banners to rewarded video, HyBid SDK integration enabled Oakever Games to expand demand and enhance user-friendly monetization.

3.5X
increase in revenue (2024 vs. 2023)

20X
higher eCPM in rewarded ads than banners

18X
higher eCPM in interstitial ads than banners

CATEGORY: Publisher
SOLUTION: Performance+ Marketplace, HyBid SDK
REGION: US, EU, India, Japan

Opportunity

Oakever Games is one of the top global mobile gaming publishers, with a strong footprint in the casual segment. In 2024, they monetized 30 apps across key markets including the US, EU, India, and Japan. Their titles are known for delivering quick, accessible gameplay: perfect for ad-driven monetization.

Casual games are a high-volume monetization playground, but rising privacy restrictions, advertiser demand for better quality, and the need for consistent revenue streams have made performance more challenging. Oakever Games recognized they needed more than scale: they needed smarter monetization.

Their goals:

- Increase overall eCPMs
- Maintain revenue stability
- Improve the user experience
- Make the most of valuable formats without losing out to high-CPM formats

They had trusted Verve for their consistently strong banner performance. But in 2024 they were looking to level up.

Solution

To unlock incremental value, Verve's supply team initiated a monetization upgrade plan early in 2024. The key drivers:

1. SDK upgrade: Oakever Games adopted the latest version of Verve's HyBid SDK, unlocking new formats like interstitials and rewarded video. This immediately opened new demand opportunities.
2. Format optimization: Verve's algorithmic engine optimized waterfall and bidding strategies to favor the highest-yielding format per user session: ensuring value without sacrificing experience.
3. Geo expansion: New efficiencies helped expand monetization in emerging markets such as India and Japan, unlocking previously underperforming inventory.

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Results

The partnership delivered outsized gains across the board:

- Revenue grew 3.5X year-over-year (2024 vs. 2023)
- Rewarded ads delivered an eCPM 20X higher than banners (2024)
- Interstitial ads achieved an eCPM 18X higher than banners (2024)

Indexed revenue 2024

Source: Verve Group, Inc, 2024
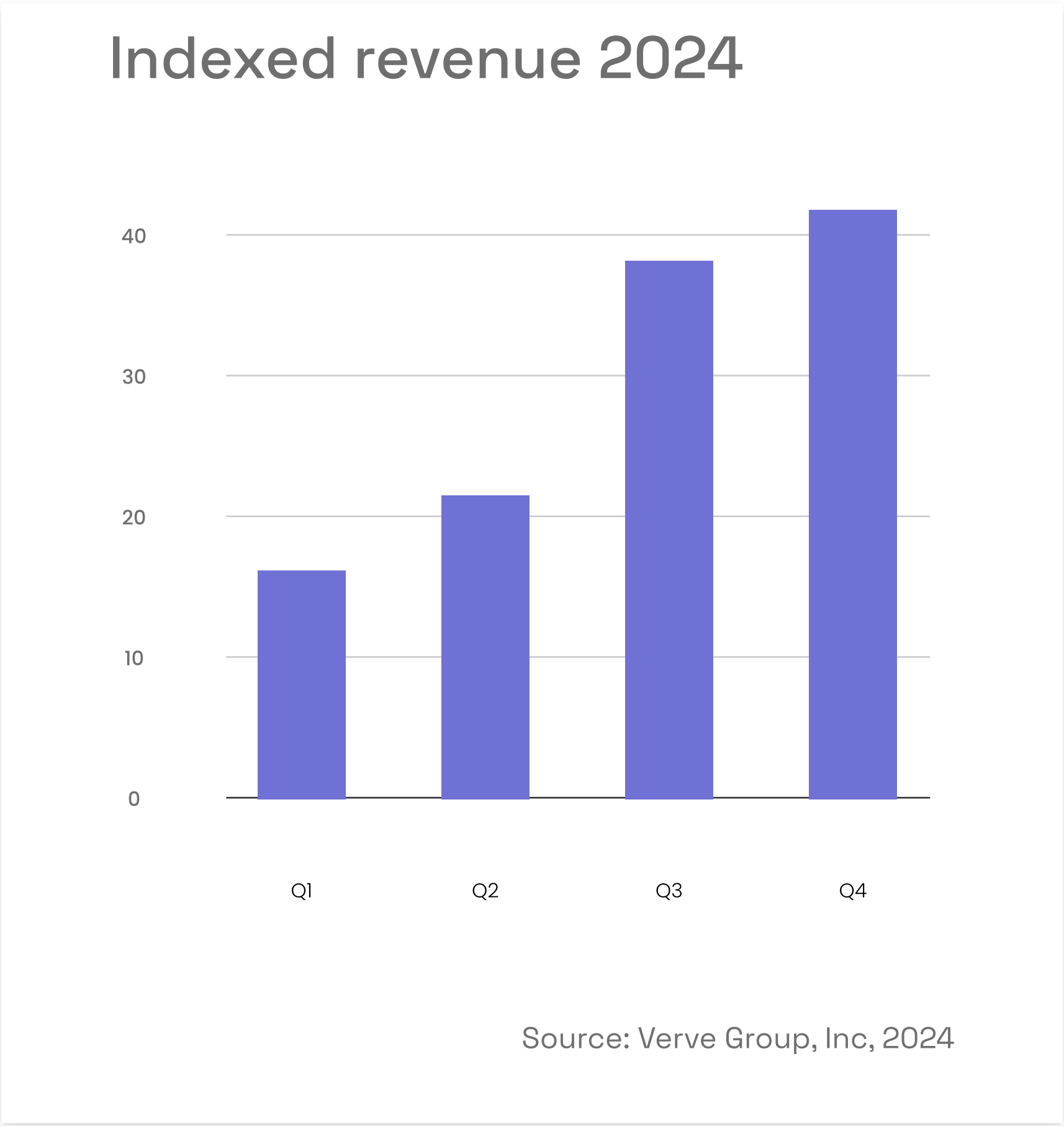
Oakever Games saw this growth while maintaining user experience stability and ad format balance: a testament to both the SDK's technical execution and Verve's intelligent delivery.

About Oakever Games

Oakever Games is a global casual game developer and publisher. Driven by the vision of iterating games toward greatness, they are dedicated to creating timeless games that bring endless joy to everyone. Their portfolio features over 30 engaging casual puzzle games appealing to players worldwide, leading to more than 1 billion downloads.

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> Verve's HyBid SDK upgrade was seamless, and the results spoke for themselves. It gave us the flexibility to expand monetization across all our core markets, from the US to Japan. Their optimization ensured every ad format worked harder for us, delivering strong eCPMs globally while keeping gameplay smooth and enjoyable. The combination of format flexibility, reliable delivery, and player-first stability has made Verve a true monetization partner.
>
> **Oakever Games Pte. Ltd.**

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