



The Meet Group Expands Verve Group Partnership With Hybrid Integration Setup

Target: US
 Category: Social
 Duration: 3 months
 Devices: Mobile (Android)

“Verve Group 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 Group revenue and total ad revenue.”

– Nick Hermansader,
 SVP of Advertising at The Meet Group

Objective:

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**.

Strategy and Solution:

The Meet Group first integrated Verve Group’s monetization solution using JS tags in a waterfall setup and more recently integrated **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 Group by 32% within 3 months** of completing this **hybrid setup**. They are also connected via Amazon TAM.

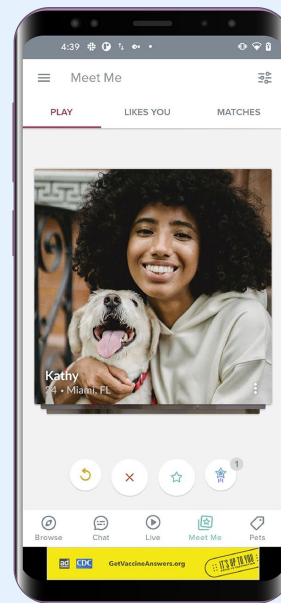
Verve Group served high-quality banners, videos, and native ads — in this hybrid setup of waterfall, TAM, and in-app bidding — to engaged users in the US and has become one of The Meet Group’s **top 5 demand partners**.



Top 5
 Demand Partners



+32%
 Verve Group
 Revenue Increase*



*Between February 1 - April 30