VERVE GROUP × HORNET

Hornet Sees 40% Ad Revenue Uplift for Verve Group After Integrating HyBid SDK

Target: Global
Category: Social
Duration: 3 months
Devices: Mobile (iOS)

"Our partnership with Verve Group has proven to be really valuable as they guided us every step of the way in integrating their function-rich SDK. We've seen great performance after switching from ad tags and we're looking forward to growing the relationship even further."

**- Nils Breitmar,
Growth Manager at Hornet**

Objective:

Hornet was looking for a **global monetization partner** that would deliver excellent support in **maximizing ad revenues** across key markets including Thailand, Indonesia, Brazil, and the US. Hornet, the world's leading queer social networking app, wanted to see **better performance and revenue uplift**, as well as increase its fill rate by integrating a lightweight monetization SDK.

Strategy and Solution:

Hornet started by integrating Verve Group's ad tag in its iOS app as an entry point to the waterfall setup but quickly switched to the HyBid SDK to access **more advanced features and capabilities**.

After integrating Verve Group's SDK, Hornet saw great results for its social networking app across a range of different markets, including Thailand, Indonesia, and Turkey, with a **revenue increase for Verve Group of 40%** when compared to the revenue generated via ad tags. The ease of integrating the HyBid SDK allowed Hornet to see great performance right away without any burden on their developers.
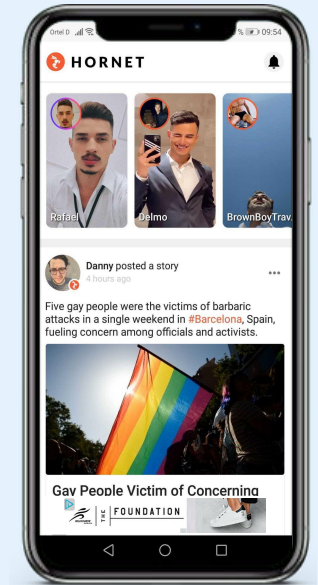
Top 5
Demand Partners

+40%
Verve Group
Revenue Increase*

*Between February 9 - April 30