



# MediaLab Sees 30% eCPM Lift and 300% Revenue Increase YoY With Verve Group

Target: US  
Category: Social/Entertainment  
Duration: 1 year  
Devices: In-app (Android and iOS), Mobile web

*"As one of our top 3 partners, Verve Group has provided strong demand that helps promote a more competitive bid landscape in our inventory. Verve Group has all of the formats we support and has proven to be a reliable and proactive partner of ours."*

**- Julian Salinas,**  
Director, Ad Operations at MediaLab

## Objective:

MediaLab was looking for a **dependable monetization partner** that would support them in their mission to enrich and empower consumers in their everyday lives through expansion and acquisitions. With leading apps such as Whisper, Kik, Amino, DatPiff, and Worldstarhiphop in its portfolio, MediaLab wanted to access **unique and direct demand** and scale its inventory for its collection of popular social apps.

## Strategy and Solution:

Verve Group had previously partnered with Whisper before it became part of MediaLab to deliver excellent performance and personalized account management. After MediaLab expanded its portfolio with newly acquired apps last year, Verve Group helped the company to **monetize a whole range of new supply**, from in-app display ads to mobile web.

Verve Group provided swift customer support and high-quality US demand which helped MediaLab to scale its inventory for its iOS and Android apps, to become one of their **top 3 demand partners**. MediaLab saw a **30% increase** in eCPM lift and a **revenue increase of 300%** year-over-year after ramping up its partnership with Verve Group and adding more supply.

