



# Jampp Leverages Verve Group's Quality Inventory To Scale Its Reach

Target: Global  
Duration: 3 months  
Devices: Mobile



**-15%**

CPI reduction within Verve Group's traffic share



**+2X**

higher conversion rates within Verve Group traffic share

## Objective:

After developing their 100%-programmatic product, Jampp has been stricter than ever with their selection of partners. In order to offer its customers quality and **transparency** and to expand its activity within a broader scope of **global** markets, Jampp chose to work with Verve Group.

## Solution:

Verve Group has always taken care to offer **quality inventory** to their customers, and being at the forefront of the industry shift to programmatic seemed like the best way to continue offering the best product. With available inventory at a global scale, Verve Group allowed Jampp to further expand its reach in Latin America while driving growth across new markets, strengthening both its **user acquisition** and **app retargeting** products.

## Quote:

*"Verve Group has been a **valuable partner** in helping us further grow our programmatic user acquisition product. Leveraging Verve Group's **transparent traffic** in combination with our real-time bidding platform allowed us to **scale our reach**: by Q4, 2019, we achieved a CPI reduction of 15% and 2X higher conversion rates within their traffic share."*

**- Tomás Yacachury,  
Strategic Partners Manager**