

# BIGO Ads Leverages Verve Group's Global Presence

Target: APAC and EU  
Devices: Mobile

*"After choosing to integrate Verve Group's solution, we quickly saw excellent results and a major revenue increase in our Likee and imo apps as they became one of our Top 5 partners."*

- BIGO Ads

## Objective:

BIGO Ads was looking for an exchange partner with ties in **APAC** and **EU** to monetize its popular mobile apps in APAC regions and to access major brand advertising for video and display budgets using the partner's **strong local agency connections**.

## Solution:

Verve Group's **strong EU presence**, along with its connections to Verve and Applift, allowed BIGO Ads to **increase its revenue and strengthen ties** with local agencies (SEA/US market). In addition, Verve Group began serving display and video ads in BIGO Ad's Likee and imo apps, managing abundant ad requests to become one of **BIGO Ad's top Tier 1 demand partners**.

## Result:

 **Top 5** partners

