

Meitu Generates 2x More Revenue With Verve Group's Ad Tag

Devices: Mobile, iOS and Android

*"After integrating Verve Group's Ad Tag and API, we've seen excellent results and a **major increase in revenue** on our BeautyPlus app. Verve Group is a **trusted partner** that allows us to access **high-quality** international demand without jeopardizing the in-app experience."*

- Cyרון Wang,
Meitu Programmatic Head

Objective:

Meitu wanted a flexible yet effective solution for monetizing its photo-editing apps, particularly BeautyPlus, using a **reliable and transparent partner** that would help **maximize** its programmatic ad **revenue**.

Solution:

Meitu chose to integrate Verve Group's monetization technology via its Ad Tag and API in an **effortless** process without adding additional weight to its apps. Leveraging Verve Group's premium and global demand, **Meitu increased its revenue** by 280% on BeautyPlus for Android and 86% for iOS, while offering a positive user experience for their target audiences, allowing them to serve more branding ads.

Result:



+280% revenue increase on Android



+86% revenue increase on iOS

