

# Start.io Increases Global Campaign Performance by 30% With Verve Group

## Challenge

Delivering **performance** for marketers using Start.IO's buying platform across multiple verticals worldwide.

## Solution

Curated **high-performance supply** from the Verve Marketplace and **supply optimization** to reach relevant audiences.

## Results



**200%+** Increase in revenue per request



**185%+** Increase in revenue per click

## Campaign Performance



**30%+** Quarter-on-quarter increase in average CTR



**3** new country expansions in EMEA to add on to Start.IO's presence in North America

“ The success with Verve Group has played a major role in helping Start.IO reach its quarterly profit goal. Most of our success came from Verve Group's gaming native inventory which has shown extremely positive results. We're excited to expand our partnership with them! ”

– Shlomi Melamed, Programmatic Partnership Manager at [Start.io](#)