



Video ad formats put VideoHeroes’ revenues on the fast track

Ad requests and revenue surge with precision targeting and high-impact ads

140%

revenue growth
(2023 vs. 2022)

3.2X

impressions
(2023 vs. 2022)

13.4%

higher video
completion rate
(Q4 vs. Q3, 2023)

CATEGORY: DSP
SOLUTION: Performance+ Marketplace
REGION: Global

Background

VideoHeroes is a Madrid-based digital advertising platform leveraging machine learning solutions and supply path optimization (SPO) to provide brands exclusive access to premium inventory, ensuring precise audience reach, optimal ad placements, and maximum campaign effectiveness.

Opportunity

VideoHeroes had recently expanded its operations and integrated new data centers across Europe. The expansion opened doors to new opportunities for increased budget from their demand in the UK, France, Germany, and Italy.

To win over the new European markets, VideoHeroes needed precision targeting and optimization — and getting it quickly and efficiently was crucial. No matter the market, driving audience engagement and delivering exceptional user experiences are especially important to VideoHeroes and their advertising clients.

Solution

With the stage set for growth, VideoHeroes turned to Verve’s in-app performance marketplace to deliver content that would resonate in key markets. Verve’s exchange directed more relevant supply for VideoHeroes, allowing them to build scale. Combining VideoHeroes’ algorithm with Verve’s powerful ad rendering engine and audience targeting capabilities, the team enabled new interstitial video formats and launched user acquisition campaigns with the new units.. To hit VideoHeros’ ambitious target KPIs, Verve optimized inventory for video completion rates (VCR) and engagement metrics.

Result

The video direct campaigns blew past target KPIs immediately, boosting VCR by over 13% in the first quarter alone. The momentum from higher engagement and viewer retention went on to drive 139% revenue growth year-over-year, while annual impressions more than tripled.

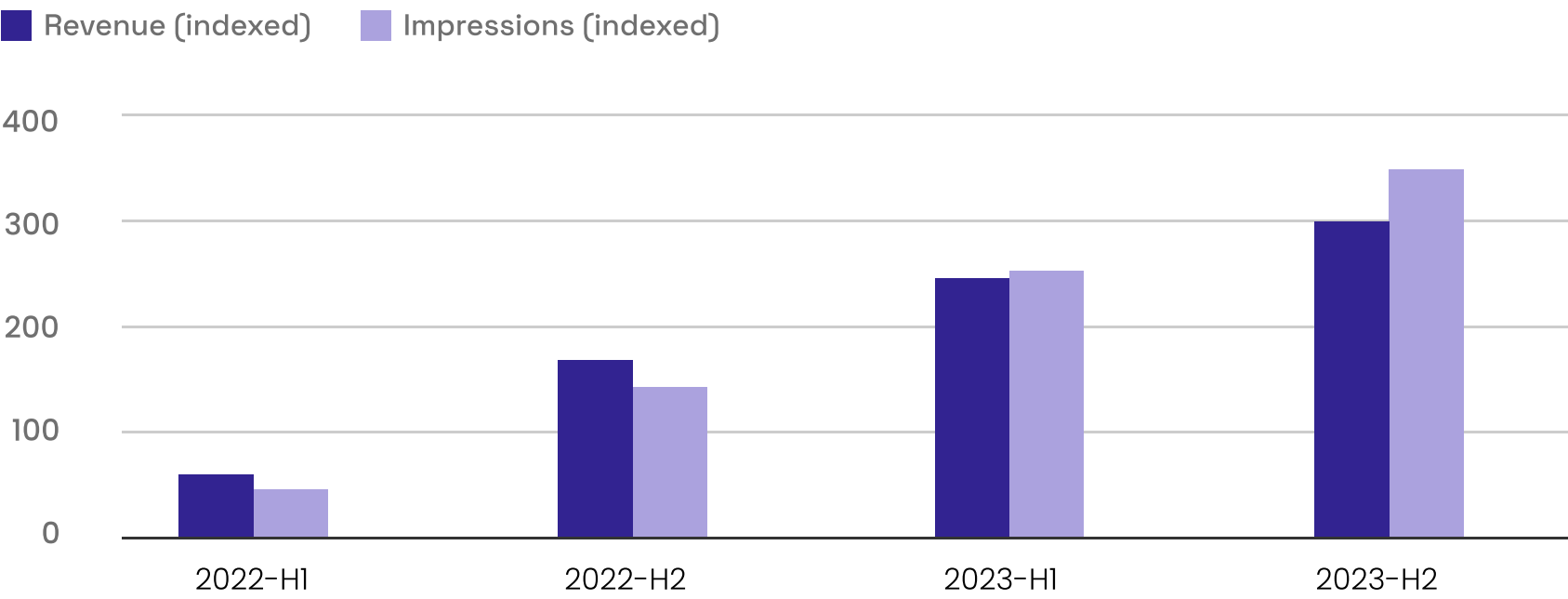


Strengthening our programmatic marketing efforts through our partnership with Verve has pushed our capabilities and results to unprecedented levels. Our collaboration has led to a staggering 140% year-over-year growth, consistently achieving six-figure revenues each month. Leveraging Verve’s expertise alongside our advanced ad technologies, particularly in video direct campaigns, has not only met but exceeded our ambitious KPIs, driving a significant uptick in viewability and engagement across key markets in Europe.

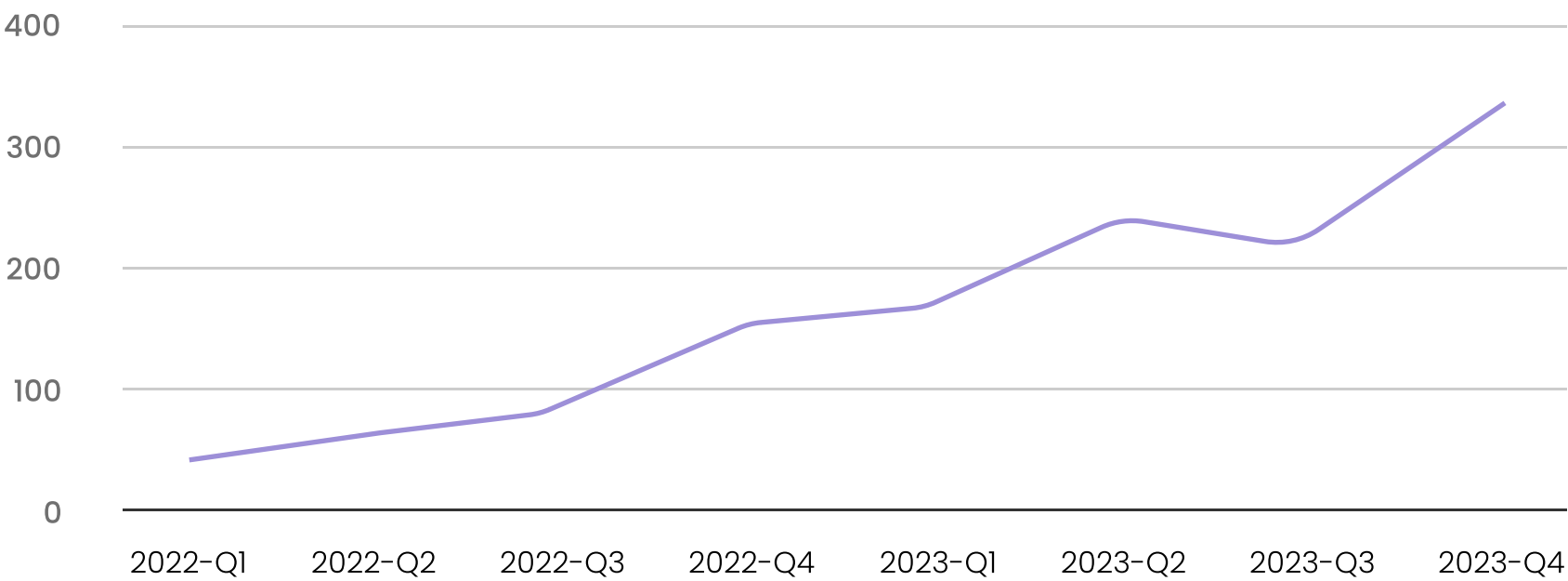
Together with Verve, we are setting new standards in adtech, redefining audience engagement to establish our brands as leaders in the digital advertising space. This partnership is not just about meeting goals — it’s about creating new benchmarks in the industry.

Kike Rodriguez
Group CEO, VideoHeroes

Revenue and impressions, 2022-2023

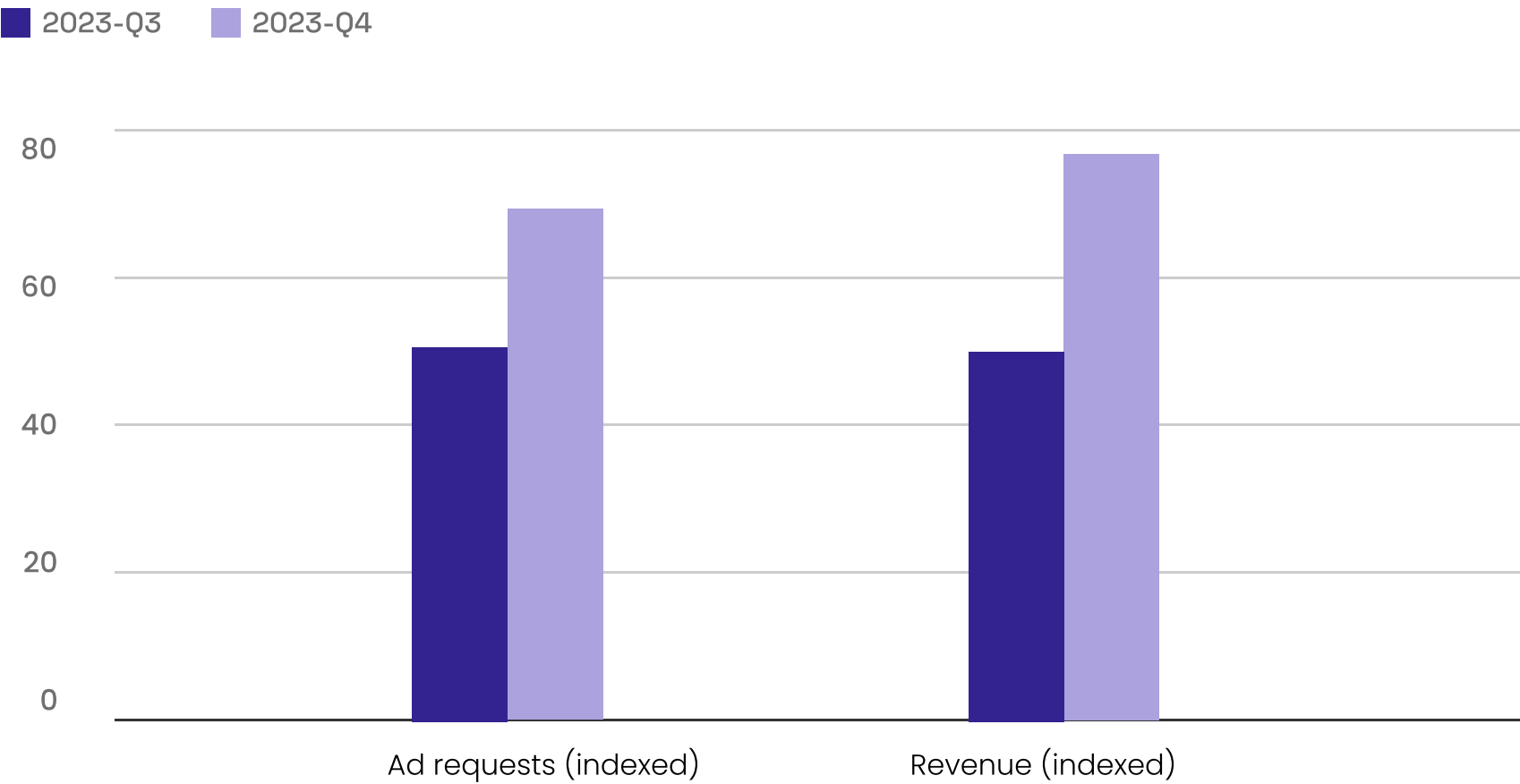


Impressions (indexed)



Close collaboration and hands-on support from Verve helps ensure that VideoHeroes’ success is more than a one-time event. Over the span of two years, VideoHeroes’ revenue with Verve grew an average of 40% every quarter. And, in the last two quarters of 2023, a 41% surge in requests drove a 54% increase in revenue.

Ad requests and revenue



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