

# PubNative, Verve Group's in-app marketplace, drives 256% revenue uplift on APS, and seamlessly expands reach in 70 new markets

Verve Group's in-app marketplace, PubNative, is a privacy-first, performance-centric ad platform offering programmatic solutions for publishers and advertisers. Their capabilities enable mobile publishers to maximize ad revenue with demand from 85+ DSPs and 5,000+ advertisers and brands. PubNative enables non-intrusive, buffer-free ads that suit publishers' app context and users; and also provides stringent in-app safety measures and levers that guarantee creatives of the highest quality.

## Challenge:

PubNative was looking for turnkey methods to scale their programmatic bidding on mobile supply, and turned to a combination of Amazon Publisher Services' (APS) Unified Ad Marketplace (UAM) and Transparent Ad Marketplace (TAM) solutions to achieve their goals. PubNative's objectives were twofold; enter new markets by scaling international bidding capacity, and form direct connections with leading mobile supply providers. APS' UAM and TAM solutions enabled PubNative to achieve these outcomes, which were also supported by the efforts of their dedicated account manager, APS' supply filtering capabilities (Traffic Optimization Suite), and self-service reporting and analytics tools.

## Results:

To scale their global programmatic business, PubNative turned to APS' UAM solution alongside their use of TAM, which enables bidders to access APS' network of vetted, third-party publishers at scale. This light-touch workflow enabled PubNative to seamlessly expand reach in 70 markets, resulting in a revenue uplift of 256% over an 18-month period. PubNative also wanted to form closer connections with high-performing supply where they lacked direct integrations, via APS' TAM. When analyzing performance across 10+ publishers, moving from indirect to direct integrations led to an average increase in bid rate of 56%, growth in win rate of 97%, and an overall revenue uplift of 182%.

## Customer Testimonials



**Sameer Sondhi**  
CEO, Verve Group

"Amazon Publisher Services has been an invaluable partner to PubNative, both in terms of their reach with publishers, but also thanks to their top tier platform, which is reliable and easy to use."



**Avi Edery**  
SVP & GM, Marketplace,  
Verve Group

"Publishers who want to monetize with PubNative can do so very easily – both on TAM and UAM – in virtually every part of the world. We're thrilled with the growth of PubNative on Amazon Publisher Services, and the many partnerships that have expanded through our connection with their service."



**Bryan Everett**  
Global Head of Third-Party  
Demand, APS

"Verve Group's in-app marketplace, PubNative, has been a valuable source of mobile demand for APS' app-based publishers; across both Transparent Ad Marketplace and Unified Ad Marketplace. The global growth we've seen from PubNative is testament to their underlying technology and differentiated demand, which continues to drive publisher value with every new connection."

Are you a buyer interested in exploring new ways to optimize bidding, reduce latency, and streamline analytics for your programmatic campaigns? Get started by contacting your APS support team today.

Are you a publisher interested in integrating with Verve Group?

Learn more here [www.verve.com](http://www.verve.com)

\*Data provided by APS & client reporting, H1 '23; results are not indicative of any future performances.