

Playdigo and Verve Group Scale Brand+ and Performance+ Marketplaces

Achieving Incremental Revenue Growth within the Partnership through AI-Driven Programmatic Innovation



San Francisco, California Feb 10, 2026 (IssueWire.com) - Playdigo, a top AI-powered programmatic advertising Platform, and Verve Group, a global advertising technology company, have announced the results of their 2025 collaboration, achieving significant growth within the partnership across Verve's Brand+ Marketplace (formerly Smaato) and Performance+ Marketplace (formerly PubNative).

In the first half of 2025, Verve Group integrated Playdigo's optimization layers to further refine its marketplaces, delivering measurable improvements in monetization, operational efficiency, and ad-format performance.

Key Playdigo Partnership Results (Jan–Jun 2025)

- **Combined Partnership Growth:** 424% revenue growth ($\approx 5.2x$), 210% fill rate increase, 480% impressions growth, 160% requests growth, and 143% rCPM improvement.
- **Brand+ (Smaato):** 260% revenue growth ($\approx 3.6x$), 140% fill rate gain, and 660% impressions growth.
- **Performance+ (PubNative):** 851% revenue growth ($\approx 9.5x$), 310% fill rate increase, 680% impressions growth, and 328% rCPM improvement.

Strategy for Success

To optimize both Brand+ and Performance+ Marketplaces simultaneously without cannibalization, Playdigo implemented a multi-layered optimization approach. The team:

- Tested and refined multiple bidding algorithms tailored to each marketplace.
- Introduced multi-size ad formats to expand inventory and improve match rates with demand partners.
- Segmented traffic into distinct endpoints for more precise performance tuning.

- Partnered with Verve's team to test video and native formats and establish anomaly detection and gradual scaling protocols.

This unified strategy unlocked sustainable partnership growth while ensuring transparency, stability, and format diversity across Verve's global supply network.

Testimonials

"Since forming our partnership with Playdigo in early 2024, our collaboration has provided a reliable avenue to unlock new ad formats and explored innovative features that have scaled performance. We're excited to continue building on this success through Q4 and into 2026."

— *Rachel Jacobs, Sr. Account Manager, Brand+, Verve Group*

"Our partnership with Playdigo has enabled us to combine their advanced programmatic technology with our data-driven approach. This collaboration has improved efficiency and unlocked deeper audience insights, allowing us to deliver campaigns that are both impactful and scalable."

— *Loïc Minery, Sr. Account Manager, Performance+, Verve Group*

"Verve Group exemplifies what true collaboration looks like in modern Adtech. Their openness, technical sophistication, and long-term mindset made it possible to reach new levels of efficiency and scale. This partnership is a prime example of how AI-driven transparency and human expertise can deliver real business growth."

— *Daniel Ehevich, CEO, Playdigo*

About Playdigo

Founded in 2019 and headquartered in San Francisco, Playdigo is an AI-powered programmatic advertising company specializing in mobile, CTV, and cross-channel performance marketing. By combining DSP and SSP capabilities in a single ecosystem, Playdigo enables advertisers and publishers to maximize ROI through data-driven optimization and transparent collaboration. The company's mission is to simplify ad operations while delivering measurable, sustainable growth for its partners worldwide.

For more information or to request a demo, visit www.playdigo.com or email hello@playdigo.com

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