



VERVE ACQUIRES RECEPTIV

Verve's acquisition of Receptiv starts with the recognition that the two organizations always held the same vision for mobile: first-party data; integrated publisher relationships; putting the consumer at the heart of every experience via relevant, innovative, anticipatory creative that re-imagines the mobile ad. It's a DNA-level match and the outcome is the dominant mobile platform for video and display marketing.

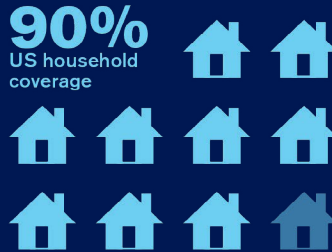
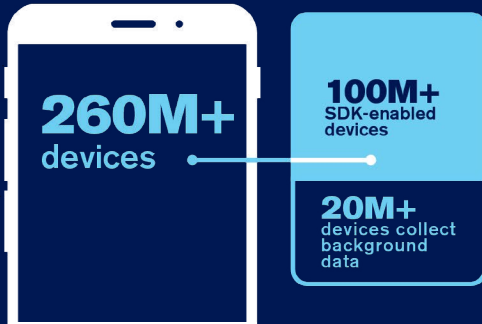


BETTER TOGETHER



THE VERVE UNIVERSE

SCALE

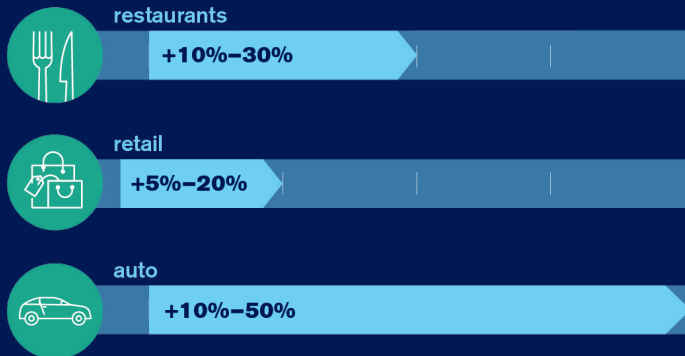
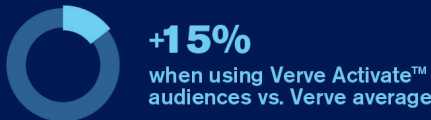


PUBLISHER APPS

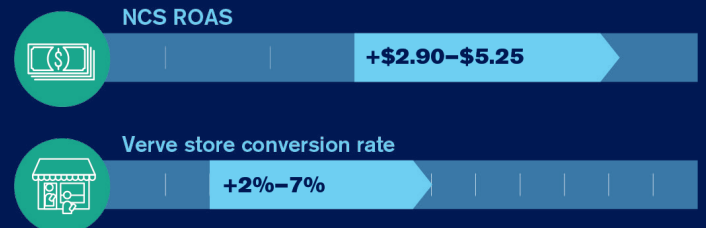


PERFORMANCE BENCHMARKS

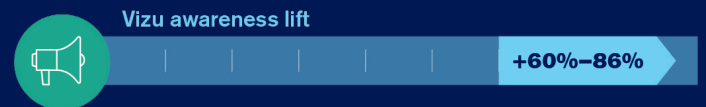
VISIT LIFT



SALES LIFT, ROAS, AND CONVERSION (CPG)



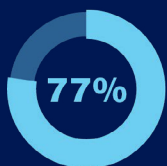
BRAND LIFT



RELIABILITY AND SAFETY

VIEWABLE

Standard Banner



(with option to transact only on viewable impressions)

industry benchmark (eMarketer): 47%

Video



rewarded: 97%
non-rewarded: 89%

industry benchmark (MOAT): 55%

Partners

- IAS Integral Ad Science
- COMSCORE
- MOAT
- DV DoubleVerify

ENGAGED AND FRAUD-FREE

