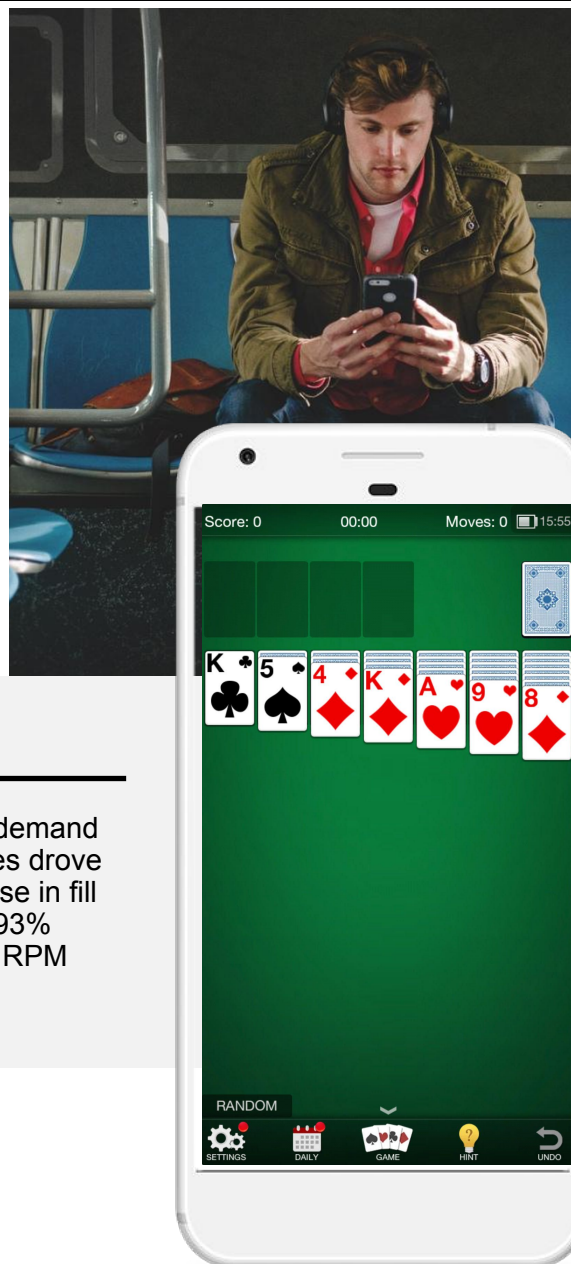


## Case study

# Me2Zen wins big with Verizon Media

Me2Zen is a leading social gaming company specializing in casino and card games. The brand turned to Verizon Media to maximize its mobile revenue without interrupting the user experience that has propelled Me2Zen's success among the most popular games in the marketplace.



### Goal

Maximize mobile revenue without compromising user experience on Me2Zen

### Solution

Integrate full-screen native "Moments" ad solution and leverage proprietary demand source from across Oath Ad Platforms

### Results

Expanded demand opportunities drove 98% increase in fill rate and a 93% increase in RPM

The Verizon Media partnership introduced and aligned additional proprietary demand with Me2Zen's unique supply, reaching incremental new and engaged audiences. The team also integrated full-screen native ad solutions to enhance brand messaging in the mobile gaming environment.

The result? Me2Zen saw an increase in demand opportunities that resulted in a 98% increase in fill rate and a 93% increase in RPM. Me2Zen's success proves that the all-important balance between monetization and clean user experience can be achieved with the right partner. That's a digital strategy worth betting on.

**Verizon Media was the perfect partner to help us achieve reach and advertising impact, without compromising the game experience that is core to our brand's mission and success."**

— Xi Tong, Marketing Director, Me2Zen

