

## Case study

# Amply Media and the Verizon Media SSP



**The Verizon Media SSP helped us diversify and grow both our revenue as well as our deep partnership with the teams at Verizon Media.”**

— Ryan Schaar, Founder and CEO

## Diversification

# 3

VM supply platforms

## Strategic expansion

# 10x

growth in number of sites

## Revenue growth

# 374%

lift in total ad revenue after VM SSP was implemented\*

Amply Media has a network of premium entertainment websites with original content that attracts 50M+ monthly active users and 100M+ subscribers. They expanded beyond their Search partnership to also partner on the Ad Platforms side of the business through the Verizon Media SSP, which now serves them both display and native ads.

After launching on the SSP in early Q4 2019, Amply's earnings continued to grow. Their earnings from Verizon Media grew +288% from January to June 2020.\* By working closely with their dedicated Publisher Development Lead, they've been able to grow both on mobile and desktop through optimized ad units and by leveraging multiple platforms, including the SSP, Marketplace and Flurry Native network.

If you're interested in learning more about these supply opportunities, please reach out to your Partner Manager. Even if you're already running header bidding through Prebid right now, we support all pre-bid integrations and would love to find a way to work together to drive revenue.