

CASE STUDY

Unlocking the Potential of In-App Video Growth



About Sovrn

Sovrn is a software and data company focused on the intersection of consumer behavior, advertising, and commerce. Sovrn helps publishers and creators align supply and demand using real commerce and media signals, so advertisers get performance they can trust, while publishers and creators maximize revenue without losing focus on their core work. Sovrn is used across more than 80,000 websites, apps, social, and CTV channels and reaches more than 500 million active consumers daily.

Overview

Sovrn faced the challenge of scaling video advertising on mobile applications globally while aiming for the most accurate audience. While many platforms can offer segmented video advertising supply, delivering it to an accurate audience at scale on mobile is limited to a handful of tech platforms. Sovrn chose Start.io for its unique ability to provide a vast, scalable in-app video supply with unparalleled audience and targeting capabilities.

The Goal

The objective of the partnership was to build a more strategic, performance-driven collaboration designed to unlock greater value for both sides. Specifically, the teams aimed to:

- **Enhance monetization of in-app video inventory** through a deeper, more optimized programmatic connection.
- **Enable richer data signals for Sovrn demand partners**, improving buyer performance. By leveraging Start.io's developed audience segments, Sovrn activated tailor-made audience segments to strengthen its unique offering.
- **Deliver measurable** growth in 2025, with performance tied directly to efficiency, scale and demand quality.

The Process

To bring these goals to life, Start.io and Sovrn worked closely to align product, data, and monetization strategies across three core focus areas:

01

Video to in-app integration, expanding access to high-quality in-app video supply

02

Programmatic connection optimization, ensuring a more efficient and scalable RTB setup.

03

Data layering for buyers, enriching bid requests with audience insights to drive stronger performance and outcomes.

The Results

In-app video performed strongly throughout 2025 and early 2026, outperforming expectations across multiple quarters. Momentum accelerated significantly in the second half of the year, with substantial growth from Q3 to Q4, reinforcing the value of deeper integrations and enhanced buyer data access.

+197% QoQ Growth

(Q3 to Q4 25)

+405% YoY Growth

(Q4 24 to Q4 25).

11% to 73% Share of Video out of Total Revenue

Q4 24 to Q4 25.

Ready to unlock a new level of precision and scale for your campaigns?

Contact us today to learn how Start.io's data-matching technology can help you achieve your marketing goals:

marketing@start.io